



*Home Owners'*  
CATALOGS



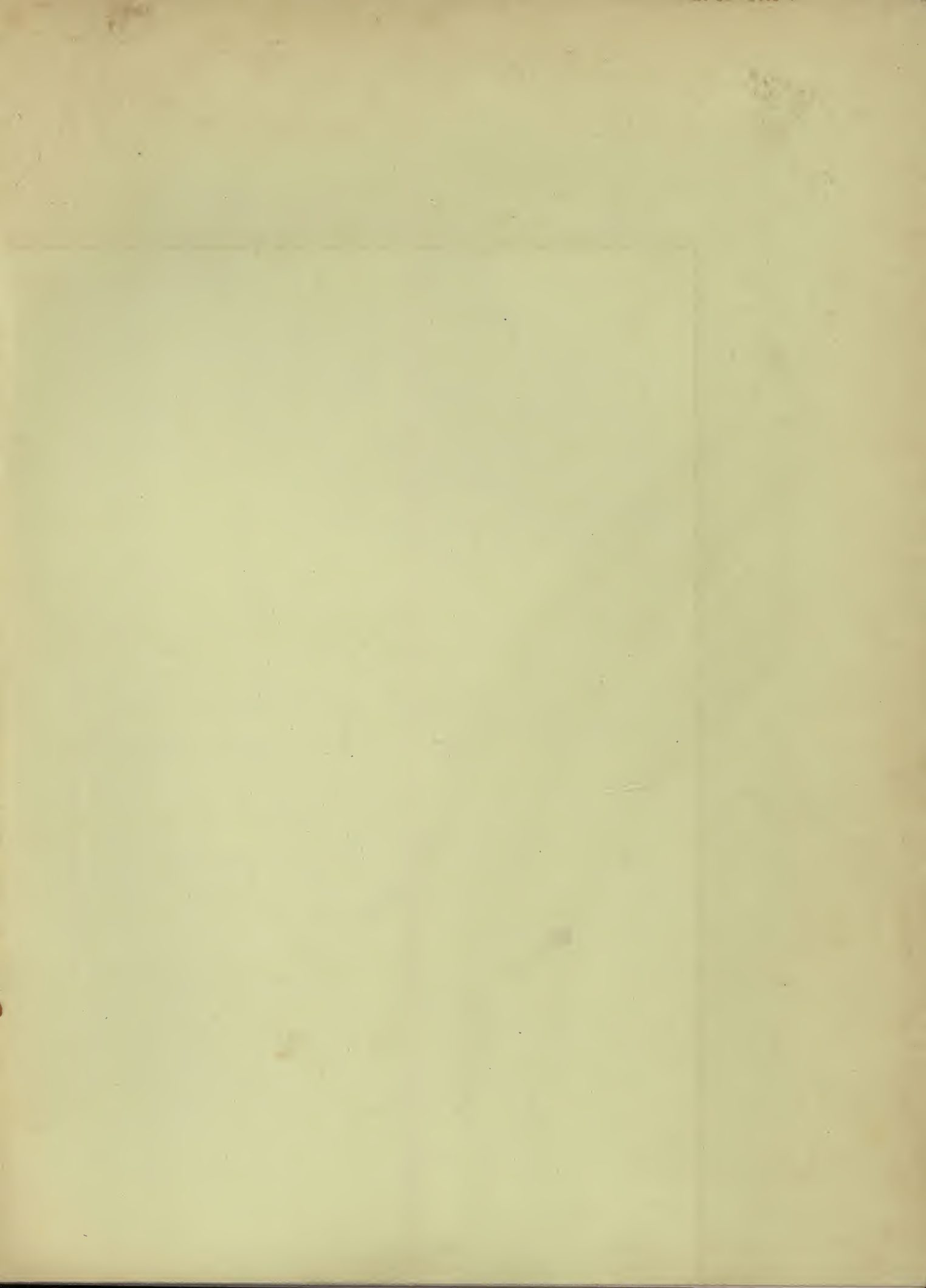
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# A Special Group of your friends



## MAY HAVE COPIES OF THIS BOOK

*-if they are planning to  
build their own homes*

A personal copy of the latest *revised* edition of this free volume is available to each of your friends who is planning to build his own home. You can help them get their copies by filling in and mailing the cards below. *Revised* editions of HOME OWNERS' CATALOGS are published bi-monthly.

Keep this copy for your own reference after your new home is completed.

Use the cards . . . As soon as you learn about your friends' intentions to build their own homes, fill in and mail the attached cards, requesting copies of HOME OWNERS' CATALOGS for them.

HOME OWNERS' CATALOGS

THE MERCHANDISE MART • CHICAGO, ILL.

FIRST CLASS  
Permit No. 352  
(Sec. 510, P.L.&R.)  
Chicago, Ill.

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COPIES OF

*Home Owners'  
Catalogs*

will be sent to your home-  
building friends at  
your request

HOME OWNERS' CATALOGS will be more valuable to your home building friends if they receive their own copies before architectural plans are *started*.

The "Guide to Home Planning" will help them crystallize their thoughts and ideas. They can record the complete needs and conveniences of the family as a whole and of each individual member, before starting architectural plans.

You can start copies of this unusual book of information on the way to your friends with the attached cards (*no postage is necessary*) or your own brief letter.

#### APPLICATION

RESTRICTIONS—*Home Owners' Catalogs* will be sent only to owners who plan to build homes for their own occupancy within 12 months, east of the Rocky Mountains, costing \$4,000 or more exclusive of land.

In accordance with the above restrictions please send a copy of HOME OWNERS' CATALOGS to

Name.....

Address.....

.....'phone No.....

Their architect is.....

Their builder is.....

RESTRICTIONS . . . It is necessary to restrict the distribution of these expensive copies of HOME OWNERS' CATALOGS *only* to families who are planning to build a home for their own occupancy, within twelve months, at a cost of \$4,000 or more, exclusive of land. The location of the new home must be in one of the 37 states east of the Rocky Mountains. (Copies cannot be sent if construction has been started.) *Every application will be verified by a Dodge representative.*

You and your friends are not obligated in any way when HOME OWNERS' CATALOGS is sent to them. It is free, with no strings. We even pay the postage.

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# C A T A L O G S

119 WEST 40TH STREET • NEW YORK, N. Y.



## FOREWORD

*HOME OWNERS' CATALOGS is sent to you in the belief that it will help you derive greater satisfaction from your new home. You will find it of real assistance as a reference work and a valuable aid in the selection of building materials, equipment and furnishings.*

Building a home is more than a romantic experience. Intensely practical aspects are involved, and the satisfaction you derive over the years will depend largely upon the success with which you meet the practical phases of house construction. Of these no others are so important as Design and Plan. Design and Plan must be adjusted to your Desires, your Needs, and your Budget. The architecturally trained man is better able to handle this phase of the home building operation than anyone else.

Nevertheless, no one is as interested in your house as you are; you are going to pay for it; you are going to live in it. Once a material or an equipment goes in, it is there to stay. Once money is invested in furnishings, they are not to be discarded lightly. In taking care of this practical aspect of home building, nothing is more important than information.

Home Owners' Catalogs is a mine of current, reliable information. In it you will find descriptions of products that will increase the comfort and convenience of your home, enhance its appearance, make it less costly to maintain, and add to its value as an investment. You will find products that are new to you, and desirable suggestions that may not have occurred to you. You will probably add Home Owners' Catalogs to your library and consult it from time to time, as you redecorate or add to your home.



## INDEX AND GUIDE TO CONTENTS

The catalogs containing home planning information and illustrating the products of the firms below are arranged by firm name in the same alphabetical order.

---

★ ★ ★

**Armstrong Cork Products Company**

Floor and Wall Covering Products

**Philip Carey Company**

Roofing, Siding—Insulating and  
Dampproofing Products.

*Miami Cabinet Division*

Bathroom Cabinets and Fixtures

**Celotex Corporation**

Roofing, Siding—Insulating and  
Dampproofing Products

**Crane Co.**

Bathroom and Kitchen Planning. Equip-  
ment, Fixtures and Accessories. Heat-  
ing Systems, Domestic Water Supply

**Curtis Companies Service Bureau**

Exterior and Interior Woodwork—Windows,  
Kitchen Cabinets

**Fiat Metal Manufacturing Company**

Shower Cabinets

**Gar Wood Industries, Inc.**

Heating and Air Conditioning Equipment

**General Electric Company**

Kitchen Planning, Electric Kitchen Equipment,  
Home Appliances, Wiring Systems. Heating,  
Ventilating and Air Conditioning Equipment

**Ilg Electric Ventilating Co.**

Ventilating & Exhaust Fans

**Kirsch Company**

Venetian Blinds. Curtain and Drapery  
Hardware

**Knappe & Vogt Manufacturing Company**

Closet Fixtures and Hardware

**William B. Lucke, Inc.**

Bath Tub Hangers

**Milcor Steel Company**

Metal Lath—Metal Products

**Minneapolis-Honeywell Regulator Co.**

Control System for Heating, Venti-  
lating and Air Conditioning

**Page Fence Association**

Fencing

**Rolscreen Company**

Casement Windows, Rolling Screens,  
Venetian Blinds

**F. C. Russell Company**

Metal Windows

**Servicised Products Corporation**

Flooring Products

**Sisalkraft Company**

Protective Building Paper

**Smyser-Royer Company**

Ornamental Iron Products

**Square D Company**

Circuit Breaker

**Streamline Pipe & Fittings Division**

**Mueller Brass Company**

Copper Pipe and Fittings

**H. A. Thrush Company**

Forced Circulating Control System for  
Hot Water Heating

**Tile-Tex Company**

Floor and Wall Covering Products

**United States Steel Corporation**

Steel Products and Equipment

*Cyclone Fence Company*

Fencing

**Waterman-Waterbury Company**

Heating and Air Conditioning Equipment

**Weil-McLain Company**

Heating Systems

**Henry Weis Manufacturing Company, Inc.**

Shower Cabinets

*Hundreds of thousands of families about to have their own homes built received a similar copy of Home Owners' Catalogs to aid them in Planning and Selecting Things for Their Home.*







*Check* the items, below, which you would like to personally discuss with a salesman . . . or on which you desire additional information and literature. We shall endeavor to help you obtain further data from reliable manufacturers and dealers.

Please be sure to indicate, by checking in the appropriate column, whether you want to discuss each item personally with a salesman . . . *or* if you want literature only.

		AIR CONDITIONING			CLASS PRODUCTS			ROOFING
<input type="checkbox"/>	<input type="checkbox"/>	Summer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Glass brick	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Asbestos shingle
<input type="checkbox"/>	<input type="checkbox"/>	Winter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Mirrors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Asphalt shingle
<input type="checkbox"/>	<input type="checkbox"/>	AUTOMATIC CONTROLS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Plate glass	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Copper
		for heating and air conditioning			<input type="checkbox"/> Structural glass			<input type="checkbox"/> Slate
<input type="checkbox"/>	<input type="checkbox"/>	AWNINGS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Window glass	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Tile
<input type="checkbox"/>	<input type="checkbox"/>	BATHROOM ACCESSORIES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> HARDWARE (finished)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Wood shingle
<input type="checkbox"/>	<input type="checkbox"/>	BRICK (face)	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> SEPTIC TANK
<input type="checkbox"/>	<input type="checkbox"/>	BUILDING PAPER	<input type="checkbox"/>	<input type="checkbox"/>	HEATING EQUIPMENT			
<input type="checkbox"/>	<input type="checkbox"/>	CURTAINS AND DRAPERIES	<input type="checkbox"/>	<input type="checkbox"/>	(automatic)			SOWER CABINETS
<input type="checkbox"/>	<input type="checkbox"/>	ELECTRIC GENERATING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Gas fired furnace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Glass
<input type="checkbox"/>	<input type="checkbox"/>	SYSTEM (private)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Oil burner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Metal
<input type="checkbox"/>	<input type="checkbox"/>	FANS (ventilating, kitchen exhaust)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Coal stoker			STOVE (kitchen)
		FENCES			HEATING SYSTEMS			<input type="checkbox"/> Electric
<input type="checkbox"/>	<input type="checkbox"/>	Wire	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Hot water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Gas
<input type="checkbox"/>	<input type="checkbox"/>	Wood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Steam—vacuum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> VENETIAN BLINDS
		FIREPLACE			<input type="checkbox"/> Warm air			
<input type="checkbox"/>	<input type="checkbox"/>	Accessories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> INCINERATOR			WALL FINISHES
<input type="checkbox"/>	<input type="checkbox"/>	Mantels	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Ceramic tile
<input type="checkbox"/>	<input type="checkbox"/>	Unit circulators	<input type="checkbox"/>	<input type="checkbox"/>	INSULATION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Linoleum
		FLOOR COVERINGS			<input type="checkbox"/> Aluminum foil	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Plastic texture paint
<input type="checkbox"/>	<input type="checkbox"/>	Carpet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Blanket or bat type	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Plywood
<input type="checkbox"/>	<input type="checkbox"/>	Rugs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Asbestos, cork, fibre board or sheet type	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Wallboard
		FLOORING			<input type="checkbox"/> Mica pellets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Wallpaper
<input type="checkbox"/>	<input type="checkbox"/>	Asphalt tile	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Powdered or granulated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Wood panelling
<input type="checkbox"/>	<input type="checkbox"/>	Ceramic tile	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Wool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> WATER HEATER (domestic)
<input type="checkbox"/>	<input type="checkbox"/>	Hardwood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> KITCHEN CABINETS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> WATERPROOFING
<input type="checkbox"/>	<input type="checkbox"/>	Linoleum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> LANDSCAPING, Trees and Shrubs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> WATER SUPPLY SYSTEM (private)
<input type="checkbox"/>	<input type="checkbox"/>	Parquet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> LIGHTING FIXTURES (interior)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> WEATHERSTRIPS
<input type="checkbox"/>	<input type="checkbox"/>	Plank	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> LIGHTNING RODS			
<input type="checkbox"/>	<input type="checkbox"/>	Rubber tile	<input type="checkbox"/>	<input type="checkbox"/>	LUMBER	<input type="checkbox"/>	<input type="checkbox"/>	WINDOWS
		FURNITURE			<input type="checkbox"/> For exterior walls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Metal
<input type="checkbox"/>	<input type="checkbox"/>	Bedroom	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> For interior finish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Wood
<input type="checkbox"/>	<input type="checkbox"/>	Dining room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Termite proof	<input type="checkbox"/>	<input type="checkbox"/>	WINDOW SCREENS
<input type="checkbox"/>	<input type="checkbox"/>	Living room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> MEDICINE CABINETS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Flat
<input type="checkbox"/>	<input type="checkbox"/>	Porch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> METAL LATH	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Rolling
<input type="checkbox"/>	<input type="checkbox"/>	Lawn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> PAINT PRODUCTS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> WINDOW SHADES
		GARAGE DOORS			<input type="checkbox"/> PIPE AND FITTINGS			
<input type="checkbox"/>	<input type="checkbox"/>	Folding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> PLUMBING FIXTURES	<input type="checkbox"/>	<input type="checkbox"/>	OTHER ITEMS
<input type="checkbox"/>	<input type="checkbox"/>	Overhead type	<input type="checkbox"/>	<input type="checkbox"/>	REFRIGERATOR	<input type="checkbox"/>	<input type="checkbox"/>	.....
<input type="checkbox"/>	<input type="checkbox"/>	Sliding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Electric	<input type="checkbox"/>	<input type="checkbox"/>	.....
<input type="checkbox"/>	<input type="checkbox"/>	Swinging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Gas	<input type="checkbox"/>	<input type="checkbox"/>	.....
<input type="checkbox"/>	<input type="checkbox"/>	GAS (tanked or bottled)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Ice Box	<input type="checkbox"/>	<input type="checkbox"/>	.....

Without any cost or other obligation to me, I desire additional information and literature on the items so checked not later than.....

Please have salesmen call to discuss the items so checked between the hours of.....and  
.....not later than.....  
(Date)

Name.....  
(Please Print)  
Address.....  
.....phone No.....

Check the proper space to indicate the present status or advancement of your new home.

Architectural Plans Not Started	Preparing Architectural Plans	Bids Being Received	Contract Awarded; Work About to Start	Excavating	Foundations In	Walls Going Up	Roofing	Plastering
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# GUIDE TO HOME PLANNING

Compiled by Elliott Taylor for the F. W. Dodge Corporation

Building a home is a skillful blending of romantic and practical considerations. Were it not for the romance involved, individual home ownership would not be the almost universal goal toward which all families aspire. Yet ownership for its own sake without the most exacting regard for its practical aspects would end only in dissatisfaction and disillusionment. To bring these practical aspects to your attention, at the time when their consideration will be of the greatest value to you, is the purpose of this guide.



**H**OME building begins with the family that is going to live in that home. There is no aspect of design, plan, financing, or construction that can legitimately ignore this fundamental premise.

Any refinement or embellishment that is added to the house that you are going to build, or any choice of materials that go into it, must be made with two objectives in mind: to make it the best possible house for your own particular needs, and to accomplish this within the limits of your home building budget.

You are the one person best qualified to say what these particular needs are; and the architecturally trained man to whom you go for technical assistance is in the business of translating those requirements into the design and plans for a house that meet them.

In building a house you can hope to get what you want, only if you know what you want. And the man who designs that house can plan and specify for your family requirements only when he knows what your requirements are. Once you have supplied him with this information, he can approach the ideal of the best home possible for you, within the price limits that you set.

The financial aspects of home ownership are not analyzed in this treatise but that does not infer that they are to be considered lightly. On the contrary, they are of such paramount importance that any tabloid treatment of the subject would have to deal in such generalities that it would be valueless. If you have ample funds to build without borrowing, you will know how much you have to spend. If you plan to finance through a lending institution, the officers of that lending organization will set a limit on what you can reasonably expect to amortize over the period that you designate.

But one word of caution on this subject will not be amiss: determine in advance the amount of your maximum expenditure, and in any discussion with the architect, or builder, give him a straightforward statement of what this budget is to be. This, more than any single thing, will set his planning in the direction of a house that you can afford.

The CHECK LISTS I, II and III that follow are designed to enable you to set down in detail your ideas of a desirable home. Filling them in will serve not only to help you clearly see what you must have; but it will provide a work sheet to serve in your discussion with your architect.

CHECK LIST I IS A FAMILY INVENTORY of those who are to live in the new house. Taking an inventory of the family for the purpose of planning a home around it involves a good bit more than merely counting noses. It necessitates considering every member of the family as a future resident of that home, and planning in ad-

vance the accommodations that each one will require. And it is necessary also to visualize the family, not only as it is today, but as it may be next year and the years that follow next year if the home is to remain a continued source of comfort and satisfaction.

It is for that reason that the first check list makes special provisions for you to set down not only the things you must have, but also those things that you may expect or hope to have in the future.

CHECK LIST II IS THE PLAN ANALYSIS. Neither you nor your architect would willingly overlook a single item that would make yours a better house. From the Family Inventory in Section I has come a tabulated list of the desirable and required features of the home, as far as its occupants are concerned. These features, incorporated in the plan itself, are the subject of the Plan Analysis. For the number of rooms, closets, and halls constitute only the elementary framework of the plans. The size, location and arrangement of these factors and their adaptation to the habits of the occupants is of utmost importance.

Your conception of the exact kind of house you want will include not only the inside arrangements, although they are most important, but the exterior aspect as well. Here is another demand on the designer's genius, for once he has assembled and arranged those rooms to your own satisfaction, he must tie them together into a home that is as attractive from the exterior as it is livable in the interior. His wide knowledge of various styles of architecture, and of the possible uses of an infinite number of materials will be at your disposal as soon as he knows the general type of architecture and its treatment in materials that you prefer.

To insure that the requirements arrived at in the Family Inventory are accurately translated into the finished plans is the very important purpose of the Plan Analysis.

CHECK LIST III PRODUCT AND BRAND SELECTOR is a check list for the detailed consideration of materials and equipment. This list will be of special value to you if it is used in conjunction with the reference information on these materials found in Home Owners' Catalogs. Products that will increase the comfort and convenience of your home, enhance its appearance and make it less costly to maintain are all described. Many of them you will find you want, and can afford.

Competent architectural training is an essential in the planning of any home; and the experience of the skilled designer should be your guide in the selection of the materials that go into the building of your house. But the simple truth is that nobody can ever have quite the intense personal interest in every detail of your home



that you have. Care and attention in the selection of materials is as much a part of your investment in home building as the funds that you supply to carry on the work. And it is the sort of an investment that pays fabu-

lous dividends in the future satisfaction of every member of your family. It is for that reason that the final decision as to just what product most nearly suits you is, and should be, up to you.

## THE FAMILY INVENTORY

### Home Owners' Check List I

This home of yours is to be in every sense a custom-built product. It is to be tailored to your family measurements as a suit of clothes might be tailored to your own.

Taking an inventory of a family as prospective occupants of a new home involves many considerations. Entering into the calculations must be such factors as the occupations and hobbies of its members. A commuter who rushes six mornings a week for the 8:07 and carries on all of his business activities away from home will not require the space allotted to a professional man who maintains an office and a reception room in his house. The woman whose hobby is embroidery will not need the same facilities as the woman whose interest is in some arts or crafts requiring a studio or workshop.

Sharing a bedroom with wife or husband is to one a desirable and companionable way of living, while another may not regard it as an ideal.

The child who sleeps in a crib beside its mother's bed now, will one day require a room of its own, or at least one shared with another child of the same sex.

Guests who are not with you today may remember past assurances that they must come and "stay as long as you can" when the new home is finished.

Relatives do come, and sometimes they come to stay, and the home must accommodate them, too.

Gradual changes in your way of living, induced by better times, may mean the introduction of servants.

There is always a possibility that you may want to sell your house some time in the future, perhaps before the loan is fully amortized. It is well to keep this in mind in planning so that you may avoid bizarre and little accepted features that would impair its ready marketability. Your financial institution and your architect or builder are all competent to advise you in this regard.

All of these things must be considered now — not after the house has been finished. The form of family living implies some adaptation to the necessities imposed by the size and shape of the quarters occupied. Complete satisfaction can only come when you have decided in advance the concessions that can and cannot be made, and have planned your home accordingly.

Every contemplated feature of a home plan appeals to different individuals as being of greater or less desirability. It is not necessary to agree with the realists who contend that all design, construction and equipment must be measured by the inflexible rule of maximum utility. Many of the most charming features might be classified as not quite essential from a utilitarian standpoint. Yet they are the very things that make the difference to you, between just a house—and your own house.

Because these very essential non-essentials are important, space is provided for them on your check list. There are three columns, "Must Have", "Should Have" and "Hope to Have", and the optimistically labeled third column is just as important as the first. The only essential to ultimate satisfaction is that you correctly evaluate each feature in terms of its relative importance to your family. If a bedroom without a private bath would be intolerable to you, then that bath should go into the "Must Have" column, even though it crowds the sun porch over into the less imperative list of things you "Should Have" or perhaps only "Hope to Have".

This check list is designed to be as broad in application as possible. It is as much for the few fortunate families who can build with little or no concession to cost, as it is for those who have made up a maximum building budget and must stay within its confines. For this reason, if some of the problems posed may be completely irrelevant in your own case, don't waste time even pondering them. Leave them unconsidered or cross them off completely and go on about those features that you must have, should have, or hope to have.

Checking the first list should be easy. But once completed it is certain to be more revealing than the simple nature of its categories would indicate. Unless you are exceptionally gifted with foresight, you will probably find that questions have been brought up for decision that might never have occurred to you until after the house had been completed. And the information you set down will be of even greater value to the architect. It will save his time, which after all must be paid for by the client; and it will enable him to proceed with his plans on the basis of a clear factual knowledge of the exact problem that your particular requirements pose.



**AREA REQUIRED FOR GROUP AND FAMILY ACTIVITIES,  
INCLUDING ENTERTAINING**

**CHECK LIST I  
FAMILY INVENTORY**

USED FOR:	MUST HAVE	SHOULD HAVE	HOPE TO HAVE	SPECIAL CONSIDERATIONS	OWNERS' COMMENTS
<b>RELAXATION AND ENTERTAINMENT</b>					
Library					
Conservatory					
Music room					
Living room					
Game room				Basement____1st floor____2nd floor____	
Bar or cocktail room				Basement____1st floor____2nd floor____	
Study				Occasional use as guest room____	
<b>GUEST CONVENIENCES</b>					
Coat closet					
1st floor lavatory					
Powder room					
<b>CHILDREN TO ENTERTAIN</b>					
Separate room				Individual callers____Parties____	
Other room				Occasional use of____room or____	
<b>DINING</b>					
Separate dining room				To accommodate maximum____ minimum____	
Dining area in living room				Movable partitions____	
Dining area in kitchen				For family____servants____	
Breakfast alcove				Seats for____	
Patio or terrace				Covered____screened____shaded____	



# AREA REQUIRED FOR SPECIFIC PERSONAL USE OF W I F E

## CHECK LIST I FAMILY INVENTORY

SHOULD HAVE		OWNERS' COMMENTS
MUST HAVE	HOPE TO HAVE	
USED FOR:	SPECIAL CONSIDERATIONS	
<b>WORK</b> (Aside from Housework)		
Study or office	Special equipment_____	
Studio	North light_____special storage_____	
Workshop	Type of crafts_____	
Conservatory or greenhouse	Exposure_____attached to house_____	
Sewing room	separate from house_____	
	Used also for_____	
<b>SLEEPING AND DRESSING</b>		
Separate bedroom	Exposure preferred_____Floor_____	
	Location_____Size_____	
Shared bedroom	Near_____room_____	
Sleeping porch	Beds, twin_____double_____	
Separate dressing room	Private_____shared_____	
	Built-in wardrobe_____	
Boudoir	Special equipment_____	
	_____	
<b>RELAXATION AND QUIET</b>		
Private seclusion room	Possible occasional guest room_____	
Private sun deck		
<b>BATHING AND TOILET</b>		
Private bath	Used for exercise_____	
	Apparatus required_____	
Shared bath	Communicating with_____	
Tub and shower over		
Tub		
Shower only		
Shower cabinet and tub		
<b>CLOSETS AND STORAGE</b>		
Private closet	Located where_____	
Shared closet	Located where_____	
Built-in wardrobe	Located where_____	
Trunk and luggage space	One room for family_____	
Out-of-season storage	Cedar room_____private_____	
	For family_____Size_____	

# AREA REQUIRED FOR SPECIFIC PERSONAL USE OF HUSBAND

## CHECK LIST I FAMILY INVENTORY

MUST HAVE	SHOULD HAVE	HOPE TO HAVE	
USED FOR:		SPECIAL CONSIDERATIONS	OWNERS' COMMENTS
<b>WORK</b>			
(Conducted at Home)			
Office		Special equipment_____	
Reception room			
Study		Private library_____	
		Occasional guest_____	
Reception room			
Outside door		Side entrance_____Front entrance_____	
Workshop			
Basement		Power tools_____Size_____	
Separate building			
Garage			
Tool storage		Combined with garage_____separate_____	
<b>SLEEPING AND DRESSING</b>			
Separate bedroom		Exposure preferred_____	
Shared bedroom		Beds, twin_____double_____	
Sleeping porch		Shared with_____Private_____	
Separate dressing room			
Dressing room and wardrobe			
<b>BATHING AND TOILET</b>			
Private bath			
Shared bath		Communicating with_____	
Tub and shower over			
Tub			
Shower only			
Shower cabinet and tub			
<b>CLOSETS AND STORAGE SPACE</b>			
Private closet		Located where_____	
Shared closet		Located where_____shared with_____	
Built-in wardrobe		Located where_____	
Built-in dresser		Located where_____	
Trunk and luggage		Private_____or general_____	
Out-of-season clothing		Family use_____	



# AREA REQUIRED FOR SPECIFIC PERSONAL USE OF CHILDREN

## CHECK LIST I FAMILY INVENTORY

USED FOR:	MUST HAVE	SHOULD HAVE	HOPE TO HAVE	SPECIAL CONSIDERATIONS	OWNERS' COMMENTS
<b>WORK OR STUDY</b>					
Separate quarters				Required for _____ and _____ and _____	_____
Shared				Required for _____ and _____ and _____	_____
<b>PLAY</b>					
Separate room					_____
Enclosed porch					_____
Shop for boys				Shared with father _____	_____
Entertaining				Equipment _____	_____
<b>SLEEPING AND DRESSING</b>					
Shared bedrooms				Required for _____ and _____ and _____	_____
Separate bedrooms				Required for _____ and _____ and _____	_____
Sleeping porch				Required for _____ and _____ and _____	_____
Built-in wardrobe				Required for _____ and _____ and _____	_____
<b>BATHING AND TOILET</b>					
Separate baths				Required for _____ and _____ and _____	_____
Shared baths				Required for _____ and _____ and _____	_____
<b>CLOSET AND STORAGE</b>					
Private closets				Required for _____ and _____ and _____	_____
Shared closets				Required for _____ and _____ and _____	_____
Toy storage				Required for _____ and _____ and _____	_____
Closet					_____
Window seat					_____
Luggage					_____
Out-of-season clothing				With other storage _____	_____
				Separate _____	_____

# **AREA REQUIRED FOR SPECIFIC PERSONAL USE OF OTHER PERMANENT RESIDENTS**

## **CHECK LIST I** FAMILY INVENTORY

USED FOR:	SHOULD HAVE	HOPE TO HAVE	OWNERS' COMMENTS
MUST HAVE		SPECIAL CONSIDERATIONS	
<b>SECLUSION</b>			
Sitting room			
Sun porch			
<b>SLEEPING</b>			
Separate bedroom			
Shared bedroom			
<b>BATHING AND TOILET</b>			
Separate bath			
Shared bath		Communicating with_____	
<b>CLOSET AND STORAGE</b>			
Clothing			
Luggage			
<b>SPECIAL FACILITIES REQUIRED</b>		1st floor location_____	
_____		Isolated_____ Elevator_____	
<b>GUEST ROOMS REQUIRED</b>			
With private bath			
Without private bath			
_____			
<b>SLEEPING ROOMS REQUIRED FOR SERVANTS</b>		For_____ and_____ and_____	
With private bath		For_____ and_____ and_____	
With shared bath		For_____ and_____ and_____	
<b>OTHER SERVANTS' ROOMS</b>			
In main house		Sitting room_____ dining room_____	
Above garage		No. rooms_____ baths_____	



# AREA REQUIRED FOR DOMESTIC SERVICES

# CHECK LIST I

## FAMILY INVENTORY

USED FOR:	SHOULD HAVE	HOPE TO HAVE	OWNERS' COMMENTS
<b>FOOD PREPARATION AND STORAGE</b>			
Kitchen		Large_____ Small_____	
Pantry		Exposure preferred_____	
		Communicating with_____	
Refrigerator room		Walk in_____Quick freeze compartment_____	
Fruit pantry			
Fruit cellar			
Wine cellar			
<b>LAUNDRY</b>			
Separate room		Basement_____1st floor_____	
		Equipment required_____Drying Cabinet_____	
		Ironer_____Ironing Board Cabinet_____Tubs	
		_____Mechanical Ventilation_____Washing Machine_____	
Combined with kitchen		Laundry trays under sink_____Separate_____	
<b>GARAGE</b>			
Attached to house		Number of cars_____	
Basement			
Separate building			
With workshop		Heated_____	
Living quarters over			
<b>GROUNDS</b>			
Formal garden			
Orchard			
Pool			
Tennis court			
Terrace			



# THE PLAN ANALYSIS

## Home Owners' Check List II

At the time when you are "home-building" conscious, there is nothing in the world more fascinating than a set of plans, particularly the plans of the house in which you expect (before very long) to live. But the pleasant anticipation you feel in looking at sketches, drawings and blue prints will result in complete satisfaction in the finished house, only if the plans are correct in every detail before the actual building begins.

Many of these are details that no architect or builder can foresee without your assistance. For they involve these things that you and your family want and require, which are bound to be different in some aspects from those of any other family.

The whole purpose of these check lists is to enable you to visualize clearly just what these requirements are and to present them in concrete detail to your architect.

The Family Inventory in Section I has guided him in specifying the proper number of rooms, closets and other areas needed to best accommodate your family. But while that is a start, and a good one, toward a successfully planned home, it is only a start. The proof of the planning will be in the living; and the bare fact that a room exists for a certain purpose is by no means a final guarantee that it will most successfully serve that purpose.

That is why it is necessary for you as its future inhabitant to envision each room as it will be after the house-warming is over, and the house has settled down to the daily use for which it was intended.

To do this you must live in the house before it is built. The check list itself is arranged in an order to help you to accomplish this imaginary residence. With the preliminary sketches or plans, imagine yourself coming in through the front entrance, moving from room to room downstairs.

Picture the rooms as they will be with your furniture installed, making certain that there will be ample space to accommodate this furniture. Visualize the bedrooms and private living quarters of each resident as they will be in actual occupancy. Of every single factor that you consider, ask the questions: — is it convenient? is it adequate? is it just exactly what we will want?

Since the interior arrangement determines in large degree the exterior, you are now in a position to step out-

side and visualize the appearance of your home as others will view it. Consider the house as it will look from the outside. Is it the type of architecture that you prefer? Are roofs and sidewalls and porches just what you have always hoped to have since you first thought of building your own home? In short when it is finished will it not only *be* the house that suits you best, but will it also look like just that house? The style of home that your designer envisions will be shown on the preliminary elevation sketches that accompany your sketch plans. If you have ideas of your own, as every home builder has, the Exterior section of the Plan Analysis will enable you to check them with those proposed by your consultant.

Always bear in mind that the most economical time to make changes in your plans is when you can do it with a lead pencil and an eraser, instead of a saw and hammer.

There are certain canons of good planning which should be observed wherever possible, but most of these are only general rules. There is no specific rule for your house except that it must best suit your family needs. If you have an idea that seems desirable, discuss it frankly with your architect and be guided by his advice. Improvement in the design of your particular home may result from such discussion—but remember that insistence on an impractical idea will often result in serious disappointment and extravagance.

The sole purpose of The Plan Analysis Section of the check list is to make it easy for you to be certain that you get exactly what you want and expect. For this reason each heading is in the nature of a brief discussion of the function and purpose of various rooms with spaces to indicate the progress you and your family have made in considering these factors before the final plans are okayed.

The best way to use The Plan Analysis is to sit down with your sketch plans and elevations, and analyze the rooms one at a time. Whenever any changes are to be discussed, indicate each by an X opposite the specific item requiring further consideration. After the required changes have been made (or you have been obliged to abandon them for some practical reason) you can check mark V each item as O.K. for plans. A final O.K. check can be placed opposite the paragraph heading to indicate that all of the items checked below have been disposed of.



# THE ENTRANCE

## Check List II

Your house may have any number of outside doors, but only one of them will be regarded as the principal entrance. You should consider how it will be used and plan it accordingly. Guests will come in through this door, and when they arrive the first necessity is a place for their coats and wraps. As a result, you may consider a closet in the entrance to be almost essential.

The doorbell will ring when you are entertaining inside. If you wish to insure privacy in answering the door, and to avoid interrupting the conversation of those you are entertaining, perhaps the entrance door should not open directly into the living room. Another consideration might be its location in relation to your stairway.

### The Entrance Check List

Mark X Further Consideration    Mark ✓ O.K. for Plans

EXPOSURE: North\_\_\_\_\_ South\_\_\_\_\_ East\_\_\_\_\_ West\_\_\_\_\_

ENTER FROM: Street\_\_\_\_\_ garden\_\_\_\_\_ drive\_\_\_\_\_ porch\_\_\_\_\_ terrace\_\_\_\_\_

OPENING INTO: Living room\_\_\_\_\_ hall\_\_\_\_\_ storm vestibule\_\_\_\_\_ garage\_\_\_\_\_ door protected from weather\_\_\_\_\_

DOOR FROM: Clothes closet\_\_\_\_\_ bedroom\_\_\_\_\_ dining room\_\_\_\_\_ lavatory\_\_\_\_\_ living room\_\_\_\_\_ powder room\_\_\_\_\_ study\_\_\_\_\_

WINDOWS: Casement\_\_\_\_\_ double hung\_\_\_\_\_ glass brick\_\_\_\_\_ one-way vision glass in door\_\_\_\_\_ steel sash\_\_\_\_\_ wood frame\_\_\_\_\_ picture window\_\_\_\_\_

TYPE AND ARRANGEMENT OF LIGHTING: Ceiling light\_\_\_\_\_ closet light\_\_\_\_\_ floor lamps\_\_\_\_\_ wall brackets\_\_\_\_\_

ELECTRICAL OUTLETS: Base plugs\_\_\_\_\_ base plugs on wall switch\_\_\_\_\_ door bell chimes\_\_\_\_\_ outdoor floodlight\_\_\_\_\_ porch light switch\_\_\_\_\_ telephone \_\_\_\_\_ wall plugs\_\_\_\_\_ upstairs hall light switch\_\_\_\_\_

BUILT IN: Telephone booth\_\_\_\_\_

FURNITURE PROVISIONS: Chairs\_\_\_\_\_ clothes-tree \_\_\_\_\_ desk\_\_\_\_\_ hall table\_\_\_\_\_ settee\_\_\_\_\_ telephone stand\_\_\_\_\_

## POWDER ROOM

The powder room, as such, is generally restricted to more pretentious homes where rather large scale entertaining is contemplated. It is merely an elaboration of the downstairs toilet and lavatory with space allowed for a dressing table or vanity. Often it is reached through a short entrance way that is also used as a closet for outside clothing of both family and guests. Since the powder room is dedicated to the convenience

of the ladies, it is generally decorated in feminine rather than masculine taste. A full-length mirror in the door is an appreciated convenience. A full mirrored wall is often planned, all depending, of course, on how elaborate this particular room is to be. Proper lighting around the dressing table is necessary since it will be extensively used for facial make-up.

### Powder Room Check List

Mark X Further Consideration    Mark ✓ O.K. for Plans

DOORS FROM: Closet\_\_\_\_\_ hall\_\_\_\_\_ lavatory\_\_\_\_\_ toilet\_\_\_\_\_

WINDOWS: Casement\_\_\_\_\_ double hung\_\_\_\_\_ glass block\_\_\_\_\_

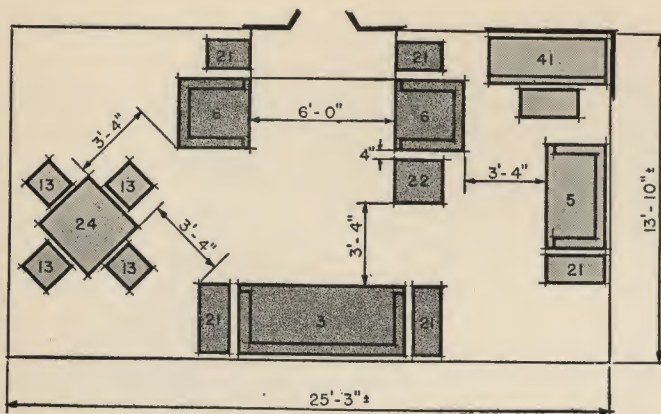
TYPE AND ARRANGEMENT OF LIGHTING: Ceiling light\_\_\_\_\_ indirect\_\_\_\_\_ strip lighting tubes \_\_\_\_\_ wall brackets\_\_\_\_\_

ELECTRICAL OUTLETS: Base plugs\_\_\_\_\_ telephone \_\_\_\_\_ vanity\_\_\_\_\_ mirrors\_\_\_\_\_

BUILT IN: Cabinet\_\_\_\_\_ make-up table mirrors\_\_\_\_\_ separate toilet stall\_\_\_\_\_ vanity\_\_\_\_\_

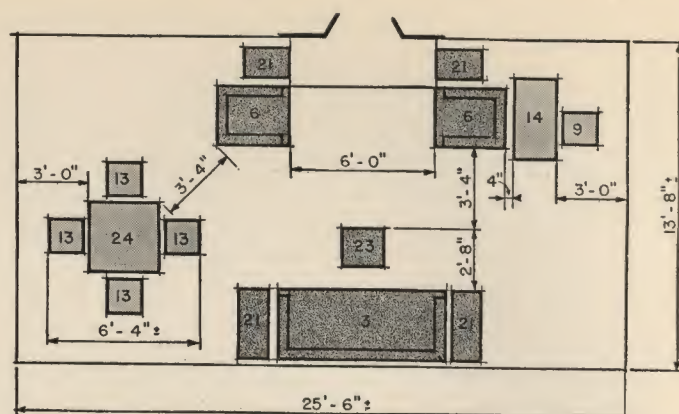
FURNITURE PROVISIONS: Chairs\_\_\_\_\_ desk\_\_\_\_\_ dressing table\_\_\_\_\_ sofa\_\_\_\_\_ table\_\_\_\_\_



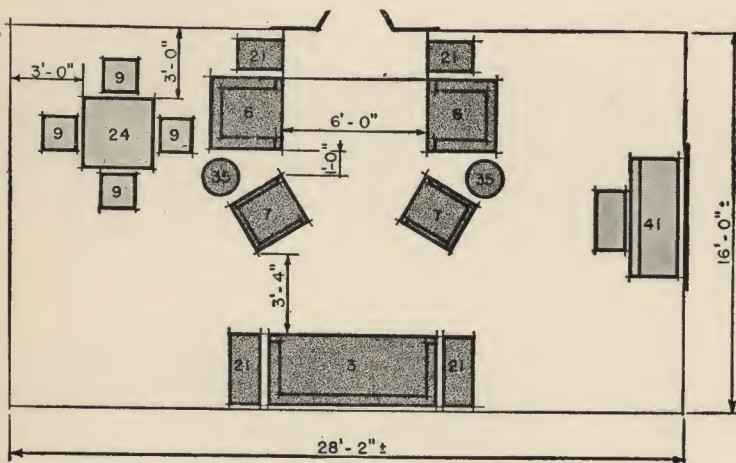


1. In all living rooms shown, main conversation group centered about fireplace is dark gray. Bay or picture windows may be used as focal points, instead of fireplaces.

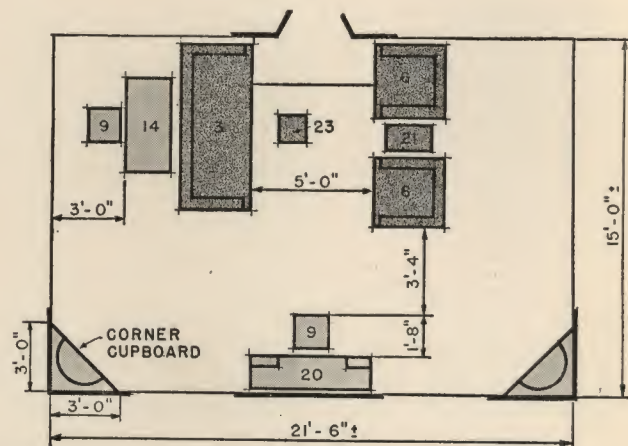
All drawings at scale:  $\frac{1}{8}'' = 1'-0''$



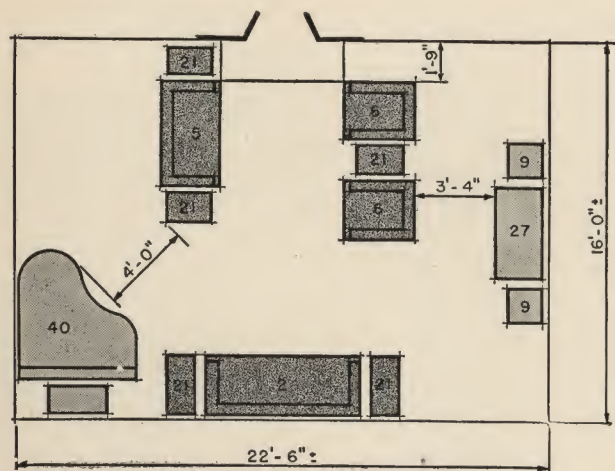
2. Clearance between low coffee table (23) and easy chairs (6) ought to be maintained at 3'-4" even though table is low, because the aisle here constitutes a major traffic way.



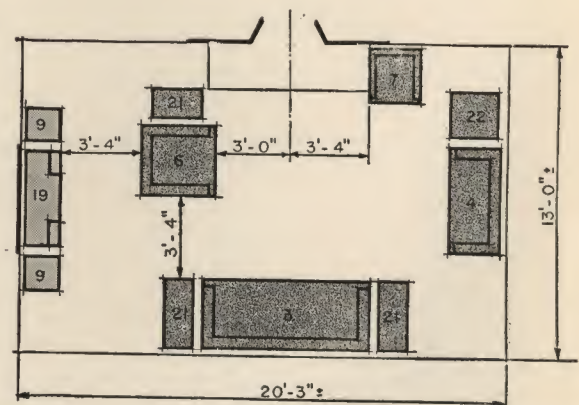
3. For larger families, or for those who entertain often, seating for 7 or 8 persons in the primary group is a reasonable design limitation.



4. Here, presumably, doors at ends of room indicate use of one side of room as a traffic route. Primary furniture is grouped closely about the fireplace.

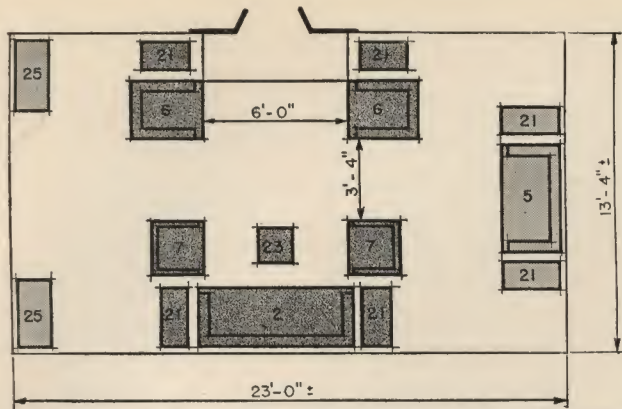


5. Grouping for door locations at both ends of room; ideally, 1-ft. clearance is desirable between piano and wall. Chairs (6) are smaller than those previously listed.

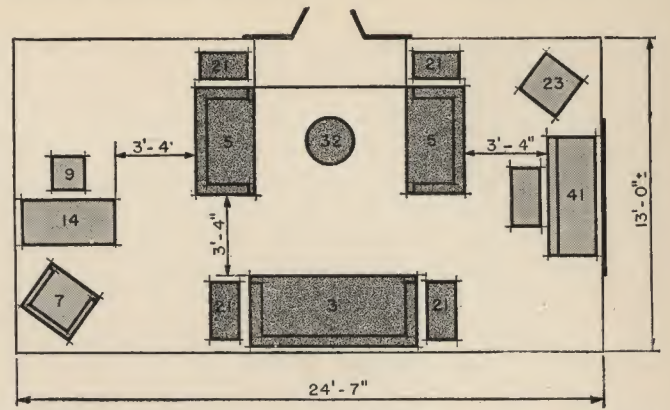


6. If living room has a "dead end" (no doors), primary unit may be spread to include entire end of room. Inclusion of music or game group would demand more area.

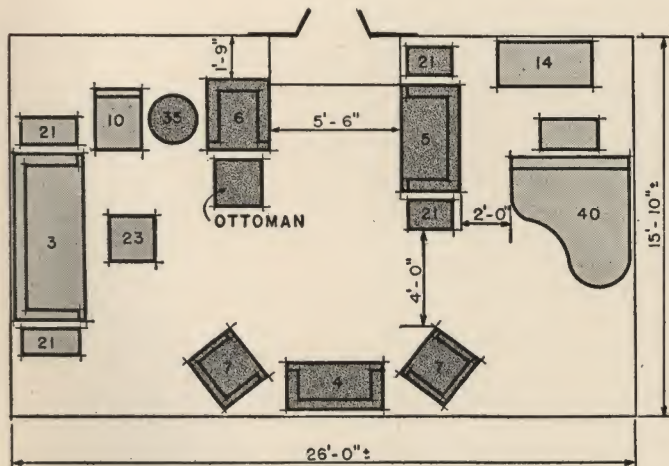




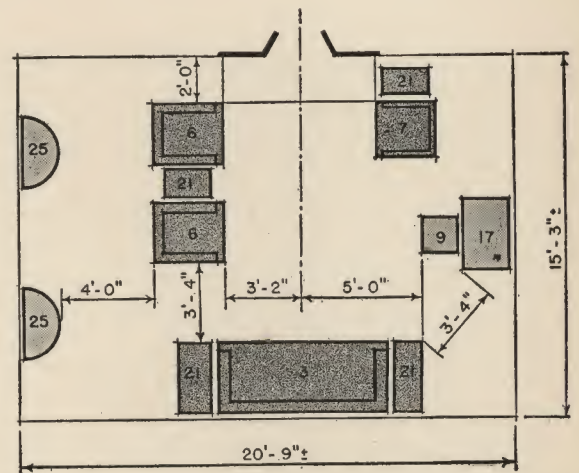
7. Primary group shown is one of most popular arrangements. Unit placing suggests entrance at left end. Secondary conversation unit often becomes music or game group.



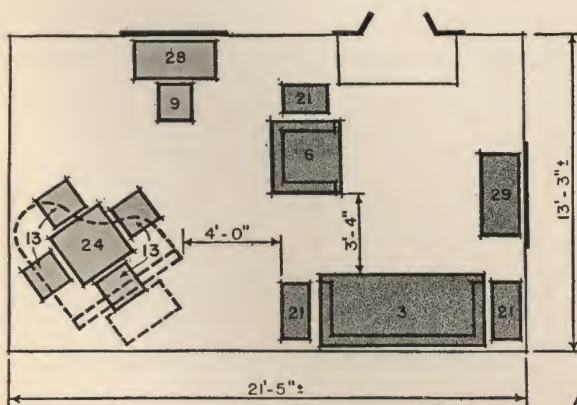
8. Writing or study group at left, music or game group at right, and center primary group, need minimum passages only when room is narrow.



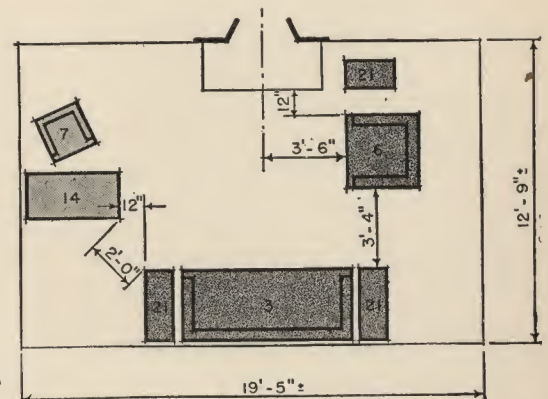
9. Ten persons can be comfortably seated in this type of arrangement, in which primary and secondary conversation groupings almost merge into one.



10. Several doors may be accommodated with this type of furniture-group unit arrangement. A traffic lane is assumed to exist at the left end of the room.



11. Notice that a game-table group occupies almost the same floor area as a baby grand piano. Placement at an angle is intended for informal rooms.



12. Fireplace chairs set 3'-6" back from center line of fireplace permit occupants to gaze at the fire comfortably. General traffic cannot be accommodated in a 2-ft. lane.

All drawings at scale:  $\frac{1}{8}" = 1'-0"$



## Check List II

## DINING ROOM OR DINING AREA

The separate formal dining room is no longer considered an essential for all house plans. For many families who usually entertain informally a dining area is included as part of the living room or as an extension of the kitchen, and the space saved is used for other activities. An effective living room-dining room arrangement is often achieved by planning an L-shaped room, the short leg of which becomes the dining area.

This provides considerable separation of the two rooms but gives the advantage of the appearance of a large living room. Screens, drapes or movable partitions can be used to separate the dining area from the living quarters during the preparation of meals. Families with a number of children may find a dining nook off the kitchen useful in addition to the conventional dining room.

If even a moderate amount of formal entertaining is done, the separate dining room will probably be found

to be a necessity. In checking your own plans, it is important to consider carefully the type of entertaining you usually do and to plan your dining quarters to correspond with your way of living.

The dining room plan requires considerable plain wall space as there are frequently as many as three large pieces that must be placed against the walls. Window groups can be arranged so that servers may be placed against or below them. There should be ample clearance, free of all furniture, around the table to allow space for serving. A much smaller space may be utilized for dining by placing the table in a corner with built-in benches on two or even three sides, although this makes serving more difficult.

Possible arrangements of dining room furniture are shown in the floor layouts on page 17, perhaps one of these will enable you to visualize the dining room on your sketch plans as it will appear when your new home has been furnished.

### Dining Room Check List

Mark X Further Consideration Mark ✓ O.K. for Plans

EXPOSURE: North\_\_\_\_\_ South\_\_\_\_\_ East\_\_\_\_\_ West\_\_\_\_\_

DOORS FROM: Dining terrace\_\_\_\_\_ hall\_\_\_\_\_ kitchen\_\_\_\_\_ living room\_\_\_\_\_ pantry\_\_\_\_\_ patio\_\_\_\_\_

Dining Area curtained by: Drapes\_\_\_\_\_ movable partitions\_\_\_\_\_ standing screens\_\_\_\_\_

TO SERVE regularly: Two\_\_\_\_\_ four\_\_\_\_\_ six\_\_\_\_\_ more than six\_\_\_\_\_

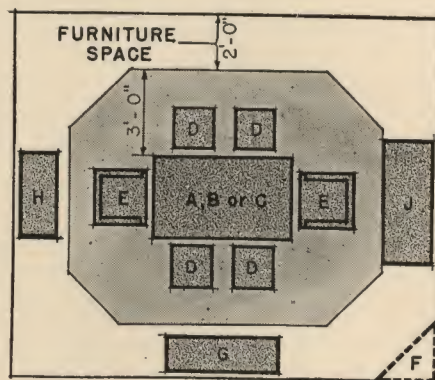
WINDOWS: Casement\_\_\_\_\_ double glass\_\_\_\_\_ cross ventilation\_\_\_\_\_ double hung\_\_\_\_\_ french doors\_\_\_\_\_ plain glass\_\_\_\_\_ ultra-violet glass\_\_\_\_\_

TYPE AND ARRANGEMENT OF LIGHTING: Floor lamps\_\_\_\_\_ indirect illumination\_\_\_\_\_ overhead light\_\_\_\_\_ spot lights for table\_\_\_\_\_ recessed light\_\_\_\_\_ wall brackets\_\_\_\_\_

ELECTRICAL OUTLETS: Outlets for: Base plugs on wall switch\_\_\_\_\_ bell to kitchen\_\_\_\_\_ floor lamps\_\_\_\_\_ grill\_\_\_\_\_ illuminated table pieces\_\_\_\_\_ (They will seldom be all in use at once) percolator\_\_\_\_\_ radio loudspeaker\_\_\_\_\_ radio outlet\_\_\_\_\_ outlets attached to dining table\_\_\_\_\_ telephone connection\_\_\_\_\_ toaster\_\_\_\_\_ waffle iron\_\_\_\_\_

BUILT IN: Benches\_\_\_\_\_ china closet\_\_\_\_\_ linen closet\_\_\_\_\_ pass cupboard or buffet for service from kitchen\_\_\_\_\_ shelves\_\_\_\_\_ sideboard\_\_\_\_\_

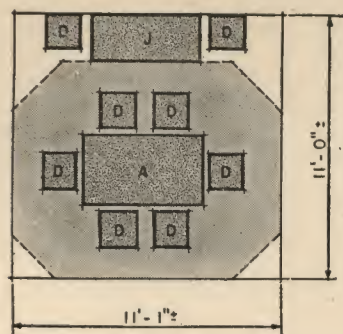
FURNITURE PROVISIONS: Chairs\_\_\_\_\_ china closet\_\_\_\_\_ dining table\_\_\_\_\_ linen chest\_\_\_\_\_ server\_\_\_\_\_ serving table\_\_\_\_\_ tea wagon\_\_\_\_\_



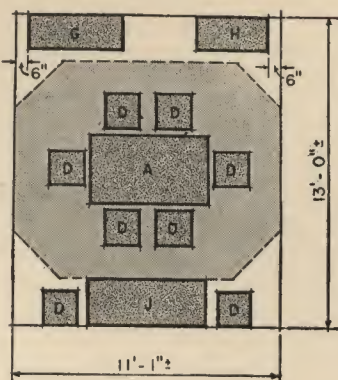
#### Dining Furniture Dimensions

<b>TABLES:</b>	A—Rectangular .....	3'-0" x 5'-0"
	B—Refectory .....	2'-6" x 5'-6"
	C—Round .....	4'-6" diam.
<b>CHAIRS:</b>	D—Side .....	1'-6" x 1'-6"
	E—Arm .....	2'-0" x 2'-0"
<b>CUPBOARDS:</b>	F—Corner .....	1'-6" x 3'-0"
	G—China cab. ....	1'-6" x 4'-0"
<b>SERVERS:</b>	H—Serv. table .....	1'-6" x 3'-0"
	J—Sideboard .....	2'-0" x 4'-6"

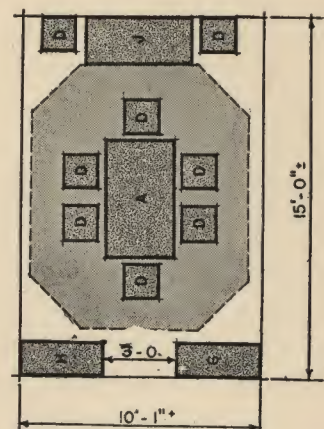




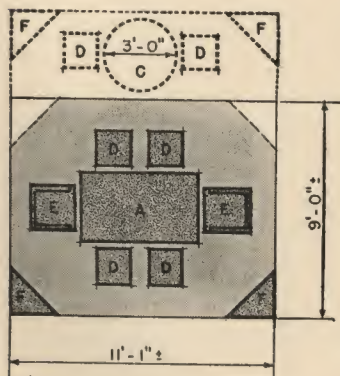
1. Minimum requires 2-ft. buffet space on one side only; 3' more length is needed for extension table.



2. Typical dining room suite, as used in East and on West Coast, requires furniture space on two sides of room.

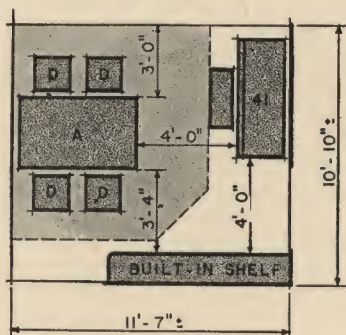


3. Long narrow area with some waste space results when wall pieces are at ends, and end entrance is needed.

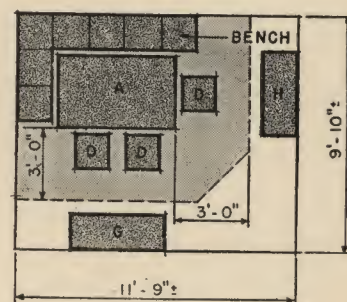


4. Solid lines indicate minimum room with corner cupboards, no wall furniture. Dotted lines indicate added space for 3' breakfast table.

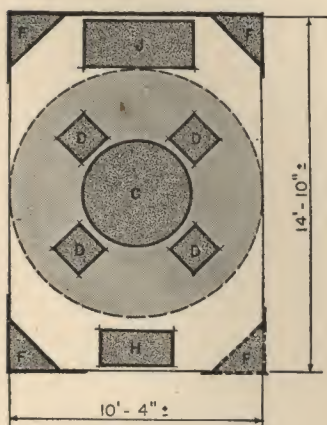
All drawings at scale:  
1/8" = 1'-0"



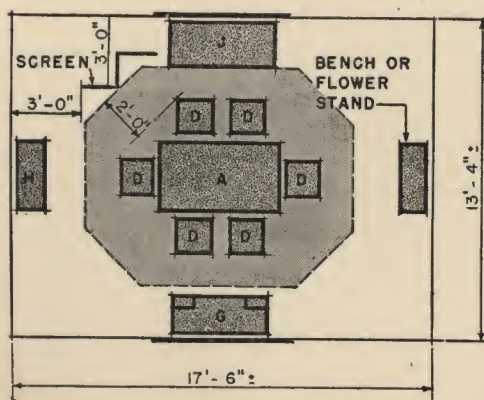
5. Table-and-passage unit in one corner permits use of minimum space for multiple activities; piano may be replaced by desk, love seat, etc.



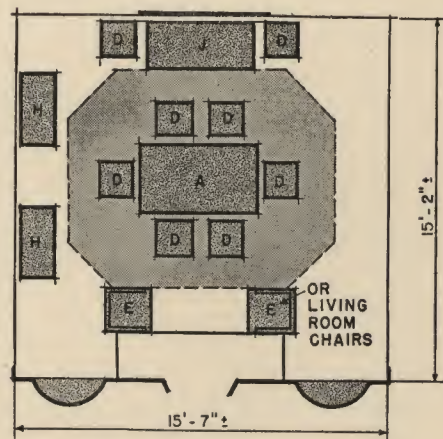
6. Spaces smaller than the usual minimum can be utilized if built-in seats are included; seating and table-service comfort are sacrificed.



7. The same set of clearances applies to the seldom used round table as to the more popular oblong table.



8. Arrangement of typical suite in larger-than-minimum space, when a screen is used at serving door.



9. Dining rooms with fireplaces have to be larger than minimum for the comfort of those seated at table.

Dark shaded area indicates the actual furniture.

Light shaded area indicates the floor space that must be allowed for furniture in use.



## Check List II

## THE KITCHEN

The important consideration in working out a kitchen plan that will be best adaptable to your own family's housekeeping activities is that you check it for convenience. There may be room for every item of equipment on the market and yet the placing of this equipment may completely invalidate its claims to labor saving.

The kitchen is divided into four areas, as indicated in the plans for kitchens shown below: (1) Food storage; (2) Food preparation; (3) Cooking; (4) Food serving. A general rule is that the kitchen storage center is located nearest the outside door. Next to it is the food preparation area which includes the sink, its drainboards, and the counters adjacent to it. The cooking center, of course, is occupied by the stove and the serving center is as close as possible to the entrance to the dining room or dining area.

The cabinets for flour, condiments, spices, and other materials used in the preparation of food are generally most accessible when located above the counters near the sink. Also, in close proximity, can be stored the pans and cooking utensils into which the prepared food is put

when it is ready for the stove. Adequate counter space is necessary in the serving area for the accommodation of salads and other dishes prepared in advance, as well as to allow the removal of cooked foods from the utensils to serving dishes that carry them to the table. Unless the kitchen is large enough to justify a separate pantry for washing silverware and dishes, the cabinet space above the serving counter is best for kitchen china storage.

The best way to judge your own particular plan is to prepare an imaginary meal from the time food is brought into the kitchen through the various stages of storing, preparing, cooking and serving. Make a special mental note of the line of travel that would be taken by the one doing the cooking. If there is a constant recrossing of the room and retracing of steps required, it simply means that the plan is not an efficient one.

The Check List should insure you against forgetting any item of convenience that you want in the kitchen. Only your studied consideration of your own kitchen practice will insure an efficient placement.

### The Kitchen Check List

Mark X Further Consideration Mark ☒ O.K. for Plans

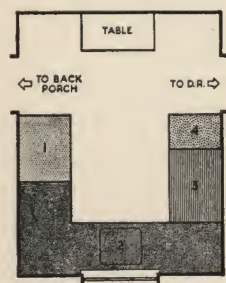
EXPOSURES: North \_\_\_\_\_ South \_\_\_\_\_ East \_\_\_\_\_ West \_\_\_\_\_

DOORS FROM: Back porch \_\_\_\_\_ back stairs \_\_\_\_\_ cellar \_\_\_\_\_  
dining room \_\_\_\_\_ hall \_\_\_\_\_ living room \_\_\_\_\_ maid's room \_\_\_\_\_ pantry \_\_\_\_\_

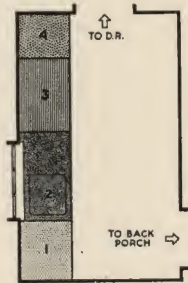
WINDOWS: Casement \_\_\_\_\_ double hung \_\_\_\_\_ glass brick \_\_\_\_\_  
overlooking children's play yard \_\_\_\_\_ window over sink \_\_\_\_\_

TYPE AND ARRANGEMENT OF LIGHTING: Automatic cupboard lights \_\_\_\_\_ ceiling light \_\_\_\_\_ cove lights under wall cabinets \_\_\_\_\_ over sink \_\_\_\_\_ over stove \_\_\_\_\_ other work centers \_\_\_\_\_ soffit lights \_\_\_\_\_ strip lighting tubes \_\_\_\_\_

ELECTRICAL OUTLETS: For clock \_\_\_\_\_ electric stove \_\_\_\_\_ fruit juice extractor \_\_\_\_\_ grill \_\_\_\_\_ grinder \_\_\_\_\_ ironer \_\_\_\_\_ mixing machine \_\_\_\_\_ percolator \_\_\_\_\_ plate warmer \_\_\_\_\_ radio \_\_\_\_\_ refrigerator \_\_\_\_\_ toaster \_\_\_\_\_ silent switches \_\_\_\_\_ waffle iron \_\_\_\_\_ telephone \_\_\_\_\_ washing machine \_\_\_\_\_ pilot switch to basement \_\_\_\_\_



**U SHAPE**  
for the kitchen is compact and convenient, having the advantage of no through traffic between doors.



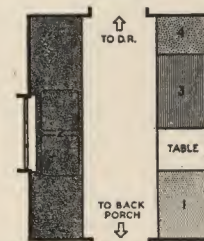
**I WALL**  
kitchens are usually small and limited to apartments where more desirable arrangements are impossible.

MECHANICAL EQUIPMENT: Sink: Combination laundry tray \_\_\_\_\_ dishwasher \_\_\_\_\_ double drain \_\_\_\_\_ garbage digester \_\_\_\_\_ single drain \_\_\_\_\_ Refrigerator: Electric \_\_\_\_\_ gas \_\_\_\_\_ ice \_\_\_\_\_ Stove: Electric \_\_\_\_\_ coal \_\_\_\_\_ gas \_\_\_\_\_ oil \_\_\_\_\_ Water heater: Electric \_\_\_\_\_ gas \_\_\_\_\_ Incinerator outlet \_\_\_\_\_ washing machine \_\_\_\_\_ built-in washing machine \_\_\_\_\_ ironer \_\_\_\_\_ Ventilators: ceiling \_\_\_\_\_ hood over stove \_\_\_\_\_ window \_\_\_\_\_

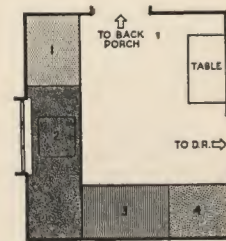
BUILT IN: Bins \_\_\_\_\_ broom closet \_\_\_\_\_ breakfast nook \_\_\_\_\_ cabinets \_\_\_\_\_ drop table \_\_\_\_\_ ironing board \_\_\_\_\_ linen drawers \_\_\_\_\_ medicine cabinet \_\_\_\_\_ package receiver \_\_\_\_\_ pass cupboard to pantry \_\_\_\_\_ pass cupboard to dining room \_\_\_\_\_ serving counter \_\_\_\_\_ silver drawers \_\_\_\_\_ work counters \_\_\_\_\_

FURNITURE PROVISIONS: Breakfast table \_\_\_\_\_ chairs \_\_\_\_\_ kitchen cabinet \_\_\_\_\_ planning desk \_\_\_\_\_ rolling table \_\_\_\_\_ stationary table \_\_\_\_\_

PANTRY: For dish storage \_\_\_\_\_ food storage \_\_\_\_\_ serving sink \_\_\_\_\_



**2 WALL**  
kitchens are sometimes necessary where the room is narrow and the doors must be located at either end.



**L SHAPE**  
is considered one of the best kitchen arrangements with its unbroken work surface along two walls.

**1** FOOD STORAGE **2** PREPARATION & DISHWASHING **3** COOKING **4** SERVING



# THE LAUNDRY

## Check List II

The first question to decide in reference to the laundry is whether enough of this work is done at home to require a separate room for this purpose. If the greater part of the washing, ironing and cleaning is done by commercial establishments a single laundry tray in the kitchen may be more satisfactory and economical in your plan. But if any large part of the laundry is cared for at home, the kitchen laundry seldom provides enough space and may interfere seriously with cooking and other kitchen work.

The efficient laundry should have floors and walls that are easy to keep clean. Particularly if the room is located in the basement, there should be good lighting for all work centers. Tables should be provided for sorting clothes, receiving wet clothes and for the ironing. Built-in work tops, under which baskets, boiler and supplies such as soap, clothes pins and cleaning fluid may be stored, are probably most desirable. If these are enclosed in cabinets and a flat top or entire cabinet provided for the laundry trays, the laundry room can serve an alternate purpose as a game room, summer kitchen

(particularly during the canning season) or as a servants' dining room.

With the exception of the stationary tubs, practically all laundry equipment is movable and when not in use can be stored in a small area behind an attractive screen or partition.

Since a small stove of some kind is necessary in the laundry for boiling clothes and starch making, the room lends itself well when not in use as a laundry, to parties where informal cooking is done, and the room may be decorated with this in mind.

A laundry room located near the kitchen provides a good play room for children, where a busy mother can oversee them. A laundry located in the basement may serve still other functions; it may contain the hot water supply system and even the heating plant, provided a clean fuel is contemplated.

Of particular importance, when a laundry is located in the basement is that it have easy access to the drying yard.

### The Laundry Check List

Mark X Further Consideration Mark ✓ O.K. for Plans

LOCATION: First floor\_\_\_\_\_ basement\_\_\_\_\_ accessible to drying yard\_\_\_\_\_

DUAL USE AS: Sewing room\_\_\_\_\_ summer kitchen\_\_\_\_\_ servant's dining room\_\_\_\_\_ children's play room\_\_\_\_\_ bar or game room\_\_\_\_\_

DOORS FROM: Kitchen\_\_\_\_\_ hall\_\_\_\_\_ drying yard\_\_\_\_\_ back porch\_\_\_\_\_ outside furnace room\_\_\_\_\_ cellar stairs\_\_\_\_\_

WINDOWS: Double hung\_\_\_\_\_ casement\_\_\_\_\_ top hung\_\_\_\_\_

TYPE AND ARRANGEMENT OF LIGHTING: Ceiling light\_\_\_\_\_ over work centers\_\_\_\_\_ strip lighting\_\_\_\_\_ Soffit lights\_\_\_\_\_ wall brackets\_\_\_\_\_

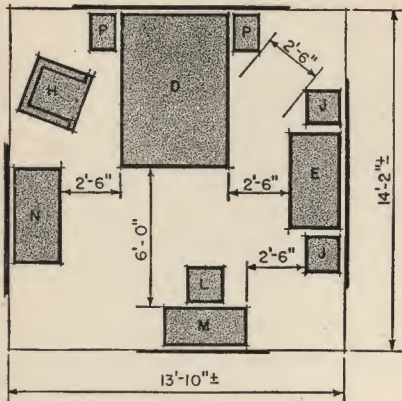
ELECTRICAL OUTLETS: For dryer\_\_\_\_\_ electric clock\_\_\_\_\_ floor and table lamps\_\_\_\_\_ hot plate\_\_\_\_\_ iron\_\_\_\_\_ ironer\_\_\_\_\_ overhead lights\_\_\_\_\_ washer\_\_\_\_\_

BUILT IN: Cabinet around tubs\_\_\_\_\_ clothes dryer\_\_\_\_\_ drying racks\_\_\_\_\_ clothes chute\_\_\_\_\_ hamper for storing and sorting clothes\_\_\_\_\_ ironing board\_\_\_\_\_ supply shelves\_\_\_\_\_ washing machine\_\_\_\_\_ work tops for sorting and sprinkling, etc.\_\_\_\_\_ Cabinets for: Bar\_\_\_\_\_ canned goods\_\_\_\_\_ game equipment\_\_\_\_\_ laundry supplies\_\_\_\_\_

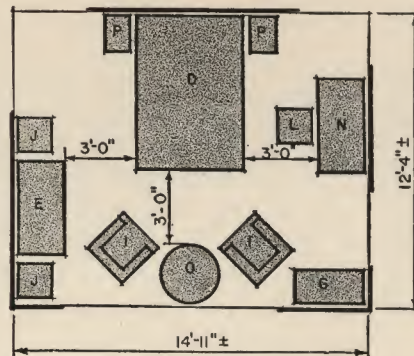
MECHANICAL EQUIPMENT: Sink\_\_\_\_\_ Laundry trays: 1\_\_\_\_\_ 2\_\_\_\_\_ 3\_\_\_\_\_ ironer\_\_\_\_\_ washing machine\_\_\_\_\_ Dryer: Gas\_\_\_\_\_ electric\_\_\_\_\_ Hot plate: Gas\_\_\_\_\_ electric\_\_\_\_\_ pot stove\_\_\_\_\_ ventilator fan\_\_\_\_\_ bar refrigerator\_\_\_\_\_

FURNITURE PROVISIONS: Cabinet\_\_\_\_\_ chairs\_\_\_\_\_ dining table\_\_\_\_\_ hampers\_\_\_\_\_ racks\_\_\_\_\_ sewing cabinet\_\_\_\_\_ sewing table\_\_\_\_\_ stationary game equipment\_\_\_\_\_ utility tables\_\_\_\_\_

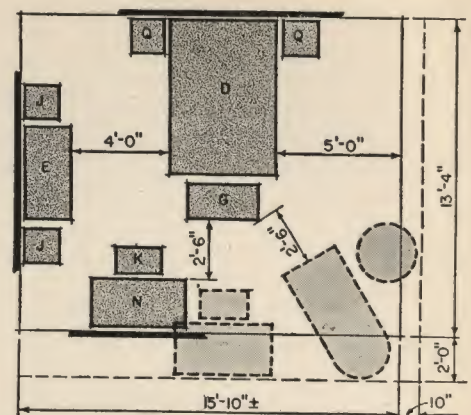




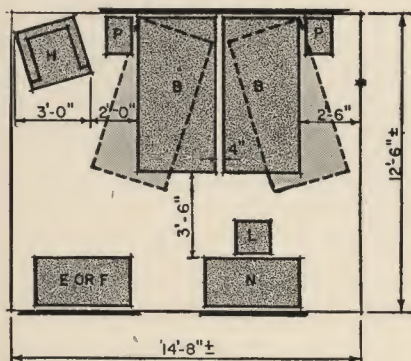
1. For comfort, 2 night tables are desirable with a double bed. A minimum double-bed unit arrangement may be achieved by omitting arm chair and one side chair, and reducing to 3'-6" the traffic lane at foot of bed.



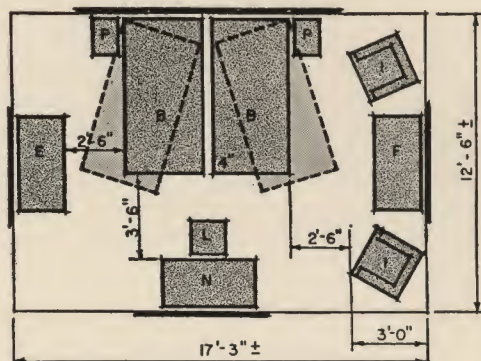
2. Use of small chairs and chest makes possible the addition of conversation or lounging furniture (2 chairs and table) to a typical suite, without increasing square footage. Use of 3-ft. passages eliminates crowding.



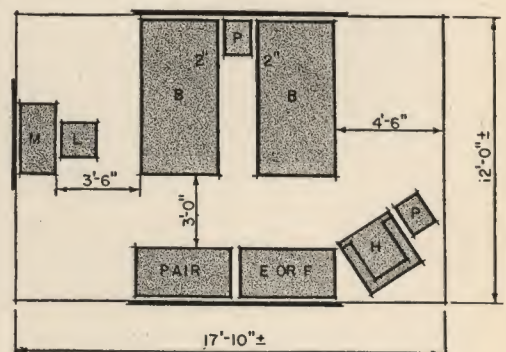
3. Other types of arrangements beyond the minimum include addition of a chaise lounge (shown dotted above) which is usually placed at an angle to walls, requires a table, and necessitates ample passages.



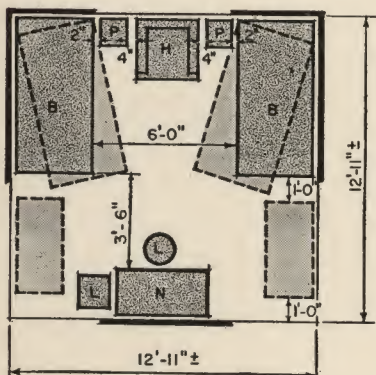
4. Minimum twin-bed group (2 night tables) needs 9'-6" wall.



5. Increased requirements for addition of dressing table and boudoir chair.

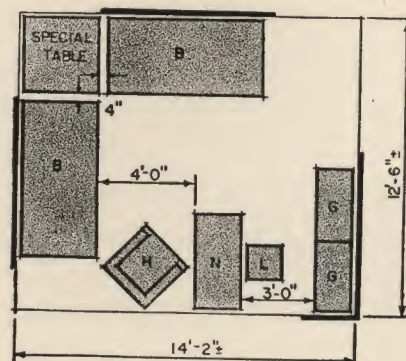


6. Twin beds with single night table require 8' of wall space.



7. Variations on this plan may be developed by replacing the chair between the beds with a dressing table which serves also as a night table. This would free other walls for twin chests, shown dotted.

Scale:  $\frac{1}{8}" = 1'-0"$



8. Twin beds heading toward a common corner may require less space than is indicated if dressing table and boudoir chair are omitted.



# BATHROOMS

## Check List II

Opinions vary as to the minimum bathroom facilities that constitute adequate accommodation in a dwelling. The truth of the matter is that, bathrooms being comparatively expensive, the average home builder is inclined to plan as close to the minimum as possible.

One rule widely advocated by an architectural publication is to the effect that a home for three persons or more should make provision for two water closets, two lavatories, one shower and one bathtub. Where bedrooms are located on two different floors, one additional bathroom must be considered practically indispensable. An additional complete bathroom for every two bedrooms over three is also observed as a general rule to insure adequate toilet facilities.

Competent planners are able to reduce the cost of bathroom installations to some extent by locating them so that the plumbing and waste lines are close together. A bathroom with lavatory and tub immediately above the kitchen will save money and piping, as will two bathrooms placed adjacent to each other with a common water supply running in through the dividing wall.

The usefulness of the bath is increased if the water closet is located in a separate compartment opening from the hall rather than from the bathroom proper.

In checking the plans against the Check List it will probably be convenient to number each bath for identification, indicating whether it is to serve a specific bedroom or bedrooms or whether it is for general family use.

### Bathrooms Check List

Mark X Further Consideration Mark ✓ O.K. for Plans

Designate  
on Plan

To be used by

A	_____
B	_____
C	_____
D	_____

#### TYPE AND ARRANGEMENT OF LIGHTING:

	A	B	C	D
Ceiling.....	_____	_____	_____	_____
Illuminated mirrors.....	_____	_____	_____	_____
Strip lighting tubes.....	_____	_____	_____	_____
Ultra-violet ceiling fixtures.....	_____	_____	_____	_____
Wall brackets.....	_____	_____	_____	_____
Shower stall light.....	_____	_____	_____	_____

#### ELECTRICAL OUTLETS:

	A	B	C	D
Fan.....	_____	_____	_____	_____
Glow heater.....	_____	_____	_____	_____
Hair dryer.....	_____	_____	_____	_____
Razor.....	_____	_____	_____	_____
Sun lamp.....	_____	_____	_____	_____
Vibrator.....	_____	_____	_____	_____

#### BUILT IN:

	A	B	C	D
Clothes chute.....	_____	_____	_____	_____
Clothes hamper.....	_____	_____	_____	_____
Drying rack.....	_____	_____	_____	_____
Linen closet.....	_____	_____	_____	_____
Medicine cabinet.....	_____	_____	_____	_____
Towel closet.....	_____	_____	_____	_____

#### ENTRANCE FROM:

	A	B	C	D
Bedroom.....	_____	_____	_____	_____
Dressing room.....	_____	_____	_____	_____
Hall.....	_____	_____	_____	_____
Two bedrooms.....	_____	_____	_____	_____

#### WINDOWS:

	A	B	C	D
Casement.....	_____	_____	_____	_____
Double hung.....	_____	_____	_____	_____
Glass brick.....	_____	_____	_____	_____
Plain glass.....	_____	_____	_____	_____
Ultra-violet glass.....	_____	_____	_____	_____

#### FIXTURES:

	A	B	C	D
Water closet in bathroom.....	_____	_____	_____	_____
In separate compartment.....	_____	_____	_____	_____
Lavatory: Corner.....	_____	_____	_____	_____
Pedestal.....	_____	_____	_____	_____
Wall.....	_____	_____	_____	_____
Bathroom scales.....	_____	_____	_____	_____
Bathtub.....	_____	_____	_____	_____
Cabinet.....	_____	_____	_____	_____
Dental lavatory.....	_____	_____	_____	_____
Exercising apparatus.....	_____	_____	_____	_____
Mirrors.....	_____	_____	_____	_____
Separate shower.....	_____	_____	_____	_____
Shower over tub.....	_____	_____	_____	_____

#### FURNITURE PROVISIONS:

	A	B	C	D
Chair.....	_____	_____	_____	_____
Dressing table.....	_____	_____	_____	_____
Hamper.....	_____	_____	_____	_____
Stool.....	_____	_____	_____	_____



## Check List II

# CLOSETS AND STORAGE SPACE

Probably no house was ever designed that had enough storage and closet space, in the most convenient locations, for the accommodation of all of the personal and family effects of its occupants. Modern designers make provisions for storage facilities that were almost unheard of in the houses that were built a decade ago. But there seems an almost universal temptation to underestimate the space that must be set aside to provide a "place for everything". It still behooves the home planner to think carefully on the subject of closets and storage space. The best way to insure adequacy is to think of such space in terms of the things the closets will be expected to accommodate when they are in use.

Closets may be regarded as falling into two classifications, those that are dedicated chiefly, if not entirely, to the use of some individual member of the household, and those that serve as general storage space for the accommodation of family possessions.

Under the first classification come bedroom closets and dressing room storage space. Under the second and more general classification are included hall closets, trunk rooms, linen closets, china and silverware closets, pantry shelves and storage facilities for food supplies.

Some general rules on the subject of closets are worth observing as you check your sketch plans:

The size, shape and arrangement of the closet should make readily accessible all articles which are in frequent use.

A single bedroom closet of the walk-in type for adult use should be no smaller than 34 by 42 inches, with a garment hanger rod 34 inches long placed 63 inches above the floor.

Where possible, 3 inches should be allowed be-

tween hangers, to facilitate hanging or removing garments without disturbing the others.

The shallow closet with double doors, as an alternative to the large, deep closet, is becoming increasingly popular. The minimum depth of this type of closet is about 20 inches, with the garment rod hanging parallel to the door. The length of the garment rod depends on the number of suits or dresses to be accommodated. Three inches of rod for each hanger should be allowed.

The closet should have sufficient natural or artificial light so its contents may easily be seen.

Every closet should be ventilated, if not by a window, by openings in the door.

Deep corners should be avoided in the shallow type of closet.

Two or more narrow doors for a closet are more convenient than a wider door.

Space must always be planned for the out-of-season storage of clothing and bedding.

Such storage can be combined with trunk and luggage storage, provided the floor area of the trunk room is large enough so that trunks used for storage may be readily accessible.

Such a room may also provide for the hanging of winter clothing in mothproof bags, and the storing of other articles in mothproof boxes or wrappings.

In checking bedroom closet facilities, identify each closet by the letter of the bedroom it serves. Check all of the closet features for bedroom A before proceeding to a consideration of bedroom B, and so on, until you have checked the closets required for each bedroom.

## Closets and Storage for Individual Use Check List

Mark X Further Consideration Mark ✓ O.K. for Plans

Designate  
on Plan

To be used by

A

B

C

D

E

F

### TYPE:

Shallow with double doors..	A	B	C	D	E	F
Walk-in closet.....						

### FITTED WITH:

Hanging pole .....	A	B	C	D	E	F
Overhead shelves.....						
Shoe rack.....						
Side shelves.....						

### BUILT IN:

Drawers.....	A	B	C	D	E	F
Dresser.....						
Sliding trays.....						

### LIGHTED BY:

Closet light .....	A	B	C	D	E	F
Combined with dressing room						
Room light.....						
Window.....						



## Closets for General Storage Check List

As a final check on the storage facilities your new home will have, go through the following list of ordinary family possessions and be sure that somewhere on

your plans a place has been provided for everything on the list that you will have to put away at some time or other.

**Mark X Further Consideration    Mark ✓ O.K. for Plans**

awnings\_\_\_\_\_ baby carriage\_\_\_\_\_ bathroom supplies  
 \_\_\_\_\_ bicycles and wheel toys\_\_\_\_\_ books\_\_\_\_\_ canned  
 and preserved food\_\_\_\_\_ camping equipment\_\_\_\_\_ card  
 table\_\_\_\_\_ children's toys\_\_\_\_\_ china\_\_\_\_\_ cleaning  
 tools and equipment\_\_\_\_\_ clothing not in use\_\_\_\_\_ fire-  
 wood\_\_\_\_\_ fishing tackle\_\_\_\_\_ furnace fuel\_\_\_\_\_ furni-  
 ture not in use\_\_\_\_\_ furs\_\_\_\_\_ games\_\_\_\_\_ garden tools  
 \_\_\_\_\_ glassware\_\_\_\_\_ golf sticks\_\_\_\_\_ guests' wraps  
 \_\_\_\_\_ guns\_\_\_\_\_ gymnasium equipment\_\_\_\_\_ hand lug-

gage\_\_\_\_\_ hand tools\_\_\_\_\_ hobbies or collections\_\_\_\_\_  
 ironing board\_\_\_\_\_ kitchen supplies\_\_\_\_\_ laundry\_\_\_\_\_  
 magazines\_\_\_\_\_ motion picture projector and film\_\_\_\_\_  
 musical instruments\_\_\_\_\_ paintings\_\_\_\_\_ phonograph  
 records\_\_\_\_\_ screens\_\_\_\_\_ sewing machine and supplies  
 \_\_\_\_\_ storm windows and doors\_\_\_\_\_ table silverware  
 \_\_\_\_\_ tank gas cylinders\_\_\_\_\_ tennis racquets and nets  
 \_\_\_\_\_ trophies\_\_\_\_\_ trunks\_\_\_\_\_ umbrellas\_\_\_\_\_ wash-  
 ing machine and ironer\_\_\_\_\_ wines\_\_\_\_\_

## THE EXTERIOR

The outward aspect, or the style of your home, must be such that it harmonizes with its surroundings and at the same time corresponds as nearly as possible with your own preference in design. But in this matter it is only frank to say that the owner who is likely to be best satisfied is the one who relies strongly on the recommendations of the architecturally trained man.

Your safest and most satisfactory course will be to indicate to him your own preference in regard to style or period and treatment, leaving their adaptation to your own home up to his skill and judgment.

Remember that your home is growing from the inside out. Modifications of the ideal design, as you picture it, may be necessary if the room requirements and arrangements that you specify are to be faithfully observed. After all, you are building a home primarily to live in, rather than to ornament the landscape.

The more flexible your demands are in respect to exterior treatment, the more precisely suitable the interior can be made.

## The Exterior Check List

**Mark X Further Consideration    Mark ✓ O.K. for Plans**

TYPE OF ARCHITECTURE: Bungalow \_\_\_\_\_ Co-  
 lonial\_\_\_\_\_ Early American\_\_\_\_\_ English cottage  
 \_\_\_\_\_ French provincial\_\_\_\_\_ Georgian\_\_\_\_\_ Italian  
 \_\_\_\_\_ Modern\_\_\_\_\_ Monterey\_\_\_\_\_ Southern Co-  
 lonial\_\_\_\_\_ Spanish\_\_\_\_\_

ROOF: Asbestos shingle\_\_\_\_\_ asphalt shingle\_\_\_\_\_  
 built up\_\_\_\_\_ copper\_\_\_\_\_ cork insulated shingle  
 \_\_\_\_\_ painted metal\_\_\_\_\_ slate\_\_\_\_\_ tile\_\_\_\_\_ wood  
 \_\_\_\_\_

SIDEWALL SURFACES: Brick\_\_\_\_\_ brick and stucco  
 \_\_\_\_\_ brick and wood\_\_\_\_\_ clapboard\_\_\_\_\_ dressed  
 stone\_\_\_\_\_ field stone\_\_\_\_\_ metal panel\_\_\_\_\_ shingle  
 \_\_\_\_\_ stucco\_\_\_\_\_ stucco and timber\_\_\_\_\_ wood  
 panel\_\_\_\_\_

FOUNDATION: Concrete\_\_\_\_\_ brick\_\_\_\_\_ stone\_\_\_\_\_  
 tile\_\_\_\_\_

PORCHES: Back\_\_\_\_\_ front\_\_\_\_\_ porte-cochere\_\_\_\_\_  
 side\_\_\_\_\_



# PRODUCT AND BRAND SELECTOR

## Home Owners' Check List III

Of greatest importance in securing the house that you want, is the selection of materials and equipment that most exactly fit your requirements within the limits of your building budget. The manufacturers who have provided these check lists for your use describe many of their products in the Home Owners' Catalogs. The Product and Brand Selector is not intended to urge on you the use of any specific building materials, but you are urged to make use of the information the catalogs provide, to acquaint yourself with all the modern products that are at your disposal.

Before you can specify materials on the basis of a knowledge of their merits, you should become thoroughly acquainted with all the products that modern manufacturing can supply you.

Read the descriptions of the materials available to you. Where you feel the need for further information examine the products you are considering at the manufacturers' or dealers' showrooms. Take this volume with you and after you have made your own selection, put down your first, second and third choice by brand name, selecting for yourself the materials that will combine to provide the most satisfying home, as you envision it. Then, when you have your next meeting with the architect, builder, or contractor, who is supplying you with your technical assistance and advice, talk over their relative merits with him. You will be guided by his advice, to be sure, but inquire closely into the merit of those products that you believe are best suited to your own particular requirements. Knowing what you want, and getting what you know you want is the final triumphant answer to all your home-building questions.

### RECORD YOUR SELECTIONS BELOW Give Type, Model and Brand

EQUIPMENT	FIRST CHOICE	SECOND CHOICE	COMMENTS (Exceptions for rooms requiring special treatment)
AIR CONDITIONING			
AWNINGS			
BATHROOMS—Accessories and Fixtures			
Cabinets			
Glass			
Lavatories			
Mirrors			
Shower baths			
Shower cabinets			
Toilets			
Tub hanger			
Tubs			
BRICK			
BUILDING PAPER			
CLOSETS			
Built-in units			
Fixtures			



# RECORD YOUR SELECTIONS BELOW

Give Type, Model and Brand

EQUIPMENT	FIRST CHOICE	SECOND CHOICE	COMMENTS (Exceptions for rooms requiring special treatment)
<b>CIRCUIT BREAKER</b>			
<b>CURTAINS AND DRAPERIES</b>			
Hardware			
<b>DOORS</b>			
Closet			
Entrance			
French			
Interior			
Screen			
Storm			
<b>DOOR CHIMES</b>			
<b>FANS, VENTILATING</b>			
<b>FENCES</b>			
<b>FINANCING</b>			
<b>FIREPLACE EQUIPMENT</b>			
Andirons			
Circulating unit			
Dampers			
Grates			
Hoods			
Mantels			
Log hoist			
<b>FLASHING</b>			
<b>FLOOR COVERINGS</b>			
Carpet			
Rugs			
Rug anchors and pads			
<b>FLOORS</b>			
Asphalt tile			
Block			
Concrete			
Cork			
Linoleum			
Parquet			
Plank			

# **RECORD YOUR SELECTIONS BELOW**

Give Type, Model and Brand

EQUIPMENT	FIRST CHOICE	SECOND CHOICE	COMMENTS (Exceptions for rooms requiring special treatment)
Trees_____			
Tree surgery_____			
Vegetable garden_____			
Walks_____			
<b>LATH</b>			
Expanded metal_____			
Fibre_____			
Gypsum_____			
Wire_____			
<b>LAUNDRY EQUIPMENT</b>			
Dryers_____			
Mangle_____			
Stove_____			
Tubs_____			
Washer_____			
<b>LIGHTNING RODS</b>			
<b>LIGHTING FIXTURES</b>			
<b>LUMBER</b>			
<b>MAIL BOXES</b>			
<b>ORNAMENTAL IRON WORK</b>			
<b>PAINT PRODUCTS</b>			
Exterior_____			
Interior_____			
Special uses_____			
<b>PIPE AND FITTINGS</b>			
Brass_____			
Copper_____			
Copper tubing_____			
Galvanized wrought iron pipe_____			
Black wrought iron pipe_____			
Galvanized steel pipe_____			
Black steel pipe_____			
<b>REFRIGERATOR</b>			
Electric_____			
Gas_____			
Ice box_____			
<b>REFUSE DISPOSAL</b>			
Garbage receivers_____			
Incinerators_____			



## RECORD YOUR SELECTIONS BELOW

Give Type, Model and Brand

EQUIPMENT	FIRST CHOICE	SECOND CHOICE	COMMENTS <small>(Exceptions for rooms requiring special treatment)</small>
<b>ROOFING</b>			
Asbestos shingle_____			
Asphalt shingle_____			
Built-up_____			
Copper_____			
Cork insulated shingles_____			
Metal_____			
Shingles_____			
Slate_____			
Tile_____			
<b>SCREENS</b>			
Window_____			
_____			
Doors_____			
<b>SEPTIC SYSTEMS</b>			
<b>SOUND DEADENING</b>			
<b>STOVE—Kitchen</b>			
<b>STAIRS—Disappearing</b>			
<b>VENETIAN BLINDS</b>			
<b>WALLS—Exterior</b>			
Brick_____			
Brick veneer_____			
Clapboard_____			
Glass block_____			
Plywood_____			
Shingle_____			
Siding_____			
Stone_____			
Stucco_____			
<b>WALLS—Interior</b>			
Ceramic tile_____			
Fabric covering_____			
Glass tile_____			
Linoleum_____			
Marble_____			
Metal tile_____			

## RECORD YOUR SELECTIONS BELOW

Give Type, Model and Brand

EQUIPMENT	FIRST CHOICE	SECOND CHOICE	COMMENTS <small>(Exceptions for rooms requiring special treatment)</small>
Paint_____			
Plaster_____			
Plastic texture paint_____			
Plywood_____			
Tile_____			
Wallboard_____			
Wallpaper_____			
Wood paneling_____			
Wood veneer_____			
<b>WATER HEATER</b>			
Combination with heating_____			
Electric_____			
Coal_____			
Gas_____			
Oil_____			
<b>WATERPROOFING</b>			
<b>WATER-SOFTENERS</b>			
<b>WATER SUPPLY SYSTEM</b>			
_____			
<b>WEATHERSTRIPPING</b>			
<b>WINDOWS</b>			
Basement_____			
Casement_____			
Double hung_____			
Storm_____			
Special_____			
With rolling screens_____			
<b>WINDOW SHADES</b>			
<b>WOODWORK</b>			
China closet_____			
Interior trim_____			
Mantel_____			
Porch columns_____			
Shutters_____			
Stairway_____			
Telephone niche_____			

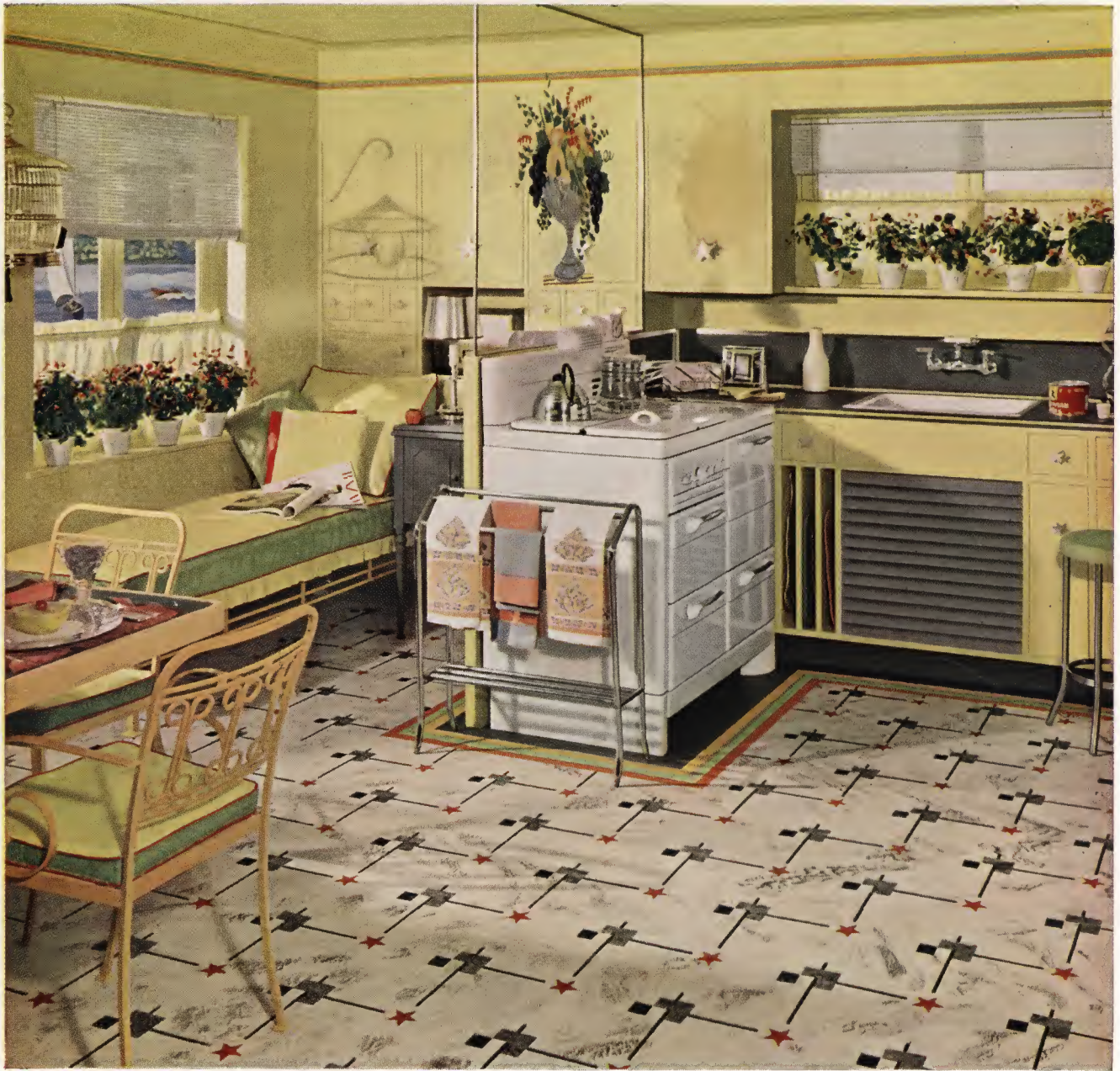




*Armstrong's*  
**LINOLEUM AND LINOWALL**

ARMSTRONG CORK COMPANY  
*Lancaster, Pa.*





**COLOR, COMFORT, AND CONVENIENCE** are featured in this modern, work-saving kitchen planned for a homemaker's pleasure. The easy-to-clean floor is Armstrong's Linoleum No. 0456 with orange, chartreuse, and yellow border, and gray flash type cove and base. Sink and table tops are linoleum-covered. The walls are washable Armstrong's Linowall No. 772.

**COVER ILLUSTRATION:** There's a hint for your hobby room in this attractive interior . . . and a good example of what can be done with inset designs in plain colors of Armstrong's Linoleum. A list of furnishings in the rooms shown in this book will be sent you free.



# Room Planning is easy

WHEN YOU START WITH ARMSTRONG'S LINOLEUM

Many folks who write to us for help on planning attractive rooms seek answers to the same questions on linoleum. Below we've listed the questions that occur most frequently, together with the answers of our decorating experts. We hope this story in quiz form will give you the right start to your color schemes.



## ARE LINOLEUM FLOORS EXPENSIVE?

Linoleum floors are only slightly higher in first cost than other fine floors, but they save you money in the long run because they never require expensive refinishing to keep them attractive.

## ARE LINOLEUM FLOORS SANITARY AND EASY TO CLEAN?

Yes, see page 5 for details.

## HOW LONG WILL A LINOLEUM FLOOR LAST?

Armstrong's Linoleum Floors have been in service fifteen to twenty years or even longer. Improved manufacturing methods should mean even longer life for linoleum being made today. Armstrong's Linoleum is manufactured to specifications even more rigid than U. S. Government standards.

## CAN RUGS BE USED WITH LINOLEUM?

Certainly. Linoleum is a flooring, not a floor covering. Rugs should be used with it, as with any other flooring. The handsome colors in a linoleum floor bring out the rich beauty of color in fine rugs. Linoleum can be used without rugs, of course, a feature that makes it desirable where the buying of rugs must be postponed, or when rugs are stored during the hot summer months.

## HOW MANY KINDS OF LINOLEUM ARE THERE?

There are seven main types: Plain, Jaspé, Marbelle, Monobelle, Embossed Inlaid, Straight Line Inlaid, and Printed. Some of these are illustrated on pages 8 and 9. Your Armstrong dealer will be glad to show you many other attractive colors and patterns.

## WILL THE COLORS WEAR OFF LINOLEUM?

Except in Printed linoleum, the handsome colors run through the full thickness of the composition. Therefore, they will last as long as the linoleum itself.

## IN HOW MANY THICKNESSES IS LINOLEUM MADE?

There are five thicknesses: 6 mm. (about  $\frac{1}{4}$ -in.);  $\frac{3}{16}$ -in.; Heavy ( $\frac{1}{8}$ -in.); Medium ( $\frac{3}{32}$ -in.); and Standard ( $\frac{5}{64}$ -in.) gauges. These provide for every floor requirement and every budget.

## IS LINOLEUM CORRECT FOR LIVING-ROOMS, DINING-ROOMS, BEDROOMS, ENTRANCE HALLS, AND OTHER ROOMS BESIDES KITCHENS AND BATHROOMS?

Yes, Armstrong's Linoleum is being used for every room in the house by many of the country's leading architects and interior decorators.

## ARE LINOLEUM FLOORS IN GOOD TASTE FOR PERIOD ROOMS, SUCH AS SPANISH, EARLY AMERICAN, COLONIAL, ENGLISH, SWEDISH, MODERN, ETC.?

Yes. Properly chosen linoleum floors harmonize with every style of interior decoration.

## AREN'T LINOLEUM FLOORS COLD?

Floors tend to assume the temperature of the room. Linoleum is as warm as any other flooring; and because it is practically a one-piece floor, it does not permit drafts to come in through the floor boards. Also, because it is laid over lining felt, linoleum retards the escape of heat into cold basements.



## SUPPOSE NONE OF THE STANDARD PATTERNS SUITS ME?

If you cannot make a selection from Armstrong's standard patterns, you can create individualized effects with Armstrong's Custom-Craft design elements. See page 6 for suggestions.

## DOES HEAVY FURNITURE DENT LINOLEUM?

Although linoleum is resilient, heavy furniture should always be supported on Armstrong's Furniture Rests, which spread the weight over a greater area. These are sold by most stores handling linoleum.

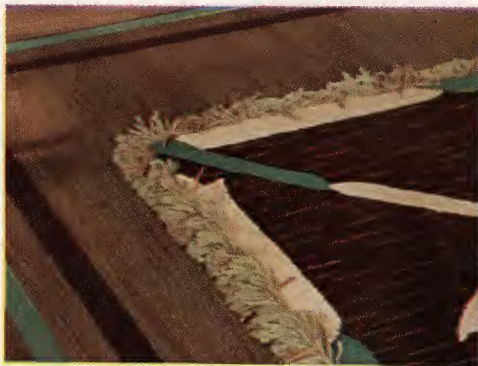
## WHAT IS THE BEST WAY TO INSTALL LINOLEUM?

Over wood subfloors, linoleum should be cemented to a layer of Armstrong's Lining Felt, which in turn is pasted to the wood base. Where water is likely to be spilled, the seams should be protected with Armstrong's Waterproof Cement.

## CAN LINOLEUM BE LAID OVER SUSPENDED CONCRETE OR METAL FLOORS?

Yes. The use of Armstrong's Lining Felt over suspended concrete subfloors is optional, but desirable.

## ARMSTRONG'S LINOLEUM FLOORS WILL MAKE YOUR FINEST RUGS EVEN MORE ATTRACTIVE



*If you wonder whether rugs can be used with a linoleum floor—be assured that it is perfectly proper to do so. By choosing a linoleum floor that is in harmonizing or contrasting colors, you can make any good rug seem considerably more attractive than is possible with other floorings.*

## WHY IS LINING FELT NECESSARY?

At different seasons of the year, floor boards expand and contract. If the linoleum were cemented direct to these boards, the movement might tear the linoleum or cause it to buckle. Lining felt takes up the movement of the boards and thus protects the linoleum. It also makes the floor warmer, quieter, and more comfortable underfoot.

## CAN LINOLEUM BE LAID IN BASEMENTS—OR OVER WOOD OR CONCRETE FLOORS THAT ARE IN DIRECT CONTACT WITH THE GROUND ON GRADE?

Linoleum is not recommended because of the dampness that is likely to be present in such floors. Armstrong's Asphalt Tile is the only type of resilient flooring recommended for these areas.

## WILL LINOLEUM CURL AT THE SEAMS AND WILL THE SEAMS BE CONSPICUOUS?

Properly installed linoleum will not curl, and the seams will be practically invisible. Because rolls of linoleum are six feet wide and about ninety feet long, few seams will be necessary when the material is installed in a room of ordinary size.

## SHOULD LINOLEUM FLOORS BE INSTALLED WITH BORDERS?

Borders are not essential but they are usually desirable. To make the creation of simple borders inexpensive, Armstrong offers ready-cut border strips and Linostrips in several convenient sizes.

## IS LINOLEUM A QUIET FLOORING?

Yes. A resilient linoleum floor is quieter under impact and footsteps than hard flooring.

## HOW SHOULD A LINOLEUM FLOOR BE FINISHED AT THE BASEBOARDS?

Any type of baseboard may be used; but Armstrong's Flash Type Cove and Base is recommended. This device provides an attractive curved joining of the floor and wall, thus preventing dust from collecting and also making sweeping easier. It is offered in colors to harmonize with linoleum and Linowall.

## CAN LINOLEUM BE REMOVED AND REUSED?

Yes, if it is pasted over Armstrong's Lining Felt.

## CAN I LAY LINOLEUM MYSELF?

We do not recommend it. Linoleum laying requires skill and a large assortment of special tools. It is more economical and more satisfactory to have the work done by an experienced Armstrong merchant, in accordance with standard Armstrong specifications.



# ARMSTRONG'S LINOLEUM AND LINOWALL

## CAN LINOLEUM BE BOUGHT DIRECT FROM ARMSTRONG?

No. Armstrong's Linoleum is sold through department and furniture stores, by floor contractors, and in specialty shops. For the names of local merchants, write to Armstrong Cork Company, Floor Division, Lancaster, Pa., or ask your architect or builder.

## WHERE CAN MY ARCHITECT OR BUILDER FIND OUT MORE ABOUT ARMSTRONG'S LINOLEUM?

Refer him to *Sweet's Architectural Catalog* or to the *Builder's Supplement of Home Owners' Catalogs*. We shall also be glad to mail him additional information on any of our products.

## I LIKE LINOLEUM, BUT FOR FINANCIAL REASONS HAVE TO POSTPONE BUYING IT FOR A FEW YEARS. ARE THERE ANY OTHER ARMSTRONG FLOORS LOWER IN COST?

Armstrong offers Linoflor, and Quaker and Standard Rugs and Floor Covering, suitable where utmost economy is essential, or for temporary installation. Although these products are not linoleum, they are smooth surface materials in attractive colors. Your Armstrong dealer will be glad to show them to you.

## LINOLEUM FLOORS SAVE HOURS OF HOUSEWORK

Whether you do your own housework or employ servants, an Armstrong's Linoleum Floor will mean more time for other activities. If there are children or pets in the house, you will find that the ease of cleaning linoleum is a doubly welcome feature.

## WHAT CARE DOES A LINOLEUM FLOOR REQUIRE?

If a linoleum floor is kept properly waxed with Armstrong's Linogloss Wax, which requires no rubbing, daily dusting will keep it clean and attractive for months. Even in kitchens, a properly waxed linoleum floor requires comparatively few washings.

When washing is necessary, Armstrong's Floor Cleaner will make the work easier because it was specially developed for cleaning linoleum safely and quickly. If spilled things are wiped right up, the number of washings can be considerably reduced.

By using Armstrong's Flash Type Cove and Base to form a rounded joining of floors and walls, you can prevent dust from collecting in corners.

## DO LINOLEUM FLOORS HAVE TO BE REFINISHED?

No. Armstrong's Linoleum never requires scraping, sanding, or other costly, troublesome refinishing.

## CAN LINOLEUM BE USED AROUND TUBS, SINKS, AND OTHER FIXTURES WHERE WATER IS SPILLED?

Yes. Any seams at these points are made waterproof when the linoleum is being installed. Spilled water should be wiped up as quickly as possible, however.

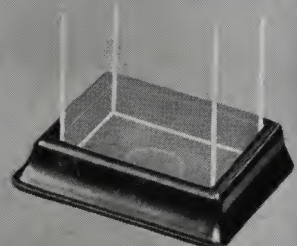
## IS LINOLEUM MORE SANITARY THAN BOARD FLOORS?

Yes. There are no open cracks to collect dust and germs. The lining felt, the tightly cemented seams, and the large unbroken areas of linoleum prevent drafts from rooms below. (This is important where children play on the floor.) Many scientists believe that linoleum acts as a germicide; and many prominent hospitals are large users of linoleum floors.

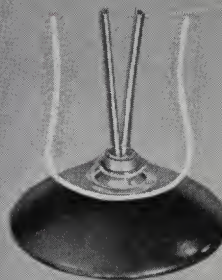
## PROTECT YOUR RUGS AND LINOLEUM WITH ARMSTRONG'S FURNITURE RESTS



SQUARE CUP rests provide a broad supporting surface for heavy square-legged furniture.



NAIL TYPE rests are provided with nails for driving into legs not previously equipped with casters.



COTTER PIN TYPE rests are designed to replace ordinary casters in furniture legs.

ROUND CUP rests are recommended for metal-tipped furniture legs not equipped with casters.



Now Armstrong offers a complete line of swivel furniture rests, as well as round and square cups. Bearing surfaces of all types are entirely flat, providing maximum protection with minimum size. The dark, neutral brown color also adds to the inconspicuousness of these rests. Your nearest Armstrong merchant can supply you.



# Custom - Craft Floors

## PLAN NOW TO MAKE YOUR LINOLEUM FLOORS MORE INTERESTING WITH INSET DESIGNS

Any linoleum floor, or any wall covered with Armstrong's Linowall, can be made more attractive by insetting it with Linosets—i. e., decorative designs cut from harmonizing colors of linoleum.

For instance, the linoleum in your reception hall could be inset with your coat-of-arms or monogram.

In nurseries or playrooms, a clever idea is to have silhouettes of interesting figures cut from different colors of linoleum and inset in the floor or Linowall.

In bathrooms, floors or walls can be inset with sailboats, tropical fish, water lilies, mermaids, or other nautical motifs. In upstairs recreation rooms, game-board floors can be made from various colors of lino-

leum; in basements, from various colors of asphalt tile.

Armstrong's Ready-Cut Linosets, two of which are shown here, make it possible to use inset designs even where building or remodeling budgets are limited. Any one of these or other handsome Linosets can be installed quickly and inexpensively, by your linoleum merchant.

These designs were created by the Armstrong Bureau of Interior Decoration, which for twenty years has been planning distinctive custom-built linoleum floors.

Below, you will notice a series of inset designs consisting of simple elements—circles, scrolls, petals, and rosettes—arranged in interesting combinations. If you prefer a highly individualized floor, you can combine these and other simple elements into a colorful design that is entirely of your own creation. Your local linoleum merchant will gladly assist you in the preparation of this design. There is a Custom-Craft linoleum floor to fit every interior and every pocketbook.



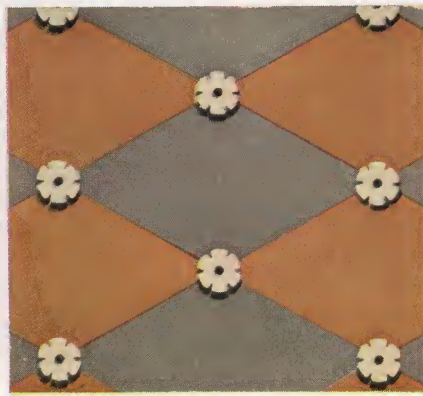
Ready-Cut Linoset No. 944C (porpoise design on a 12" chartreuse square, installed in Armstrong's No. 03 Marbelle with No. 33 Chartreuse and No. 21 Evergreen.



Ready-Cut Linoset No. 946A (flamingo design on green circle, 18" diameter) installed in a field of No. 09 Marbelle Linoleum with a border of No. 21 Evergreen.



Typical linoleum inset. Field is eggplant; disc is deep rose; scrolls, pearl gray.



Against pearl gray and fawn diamonds, rosettes are white with dark gray centers.

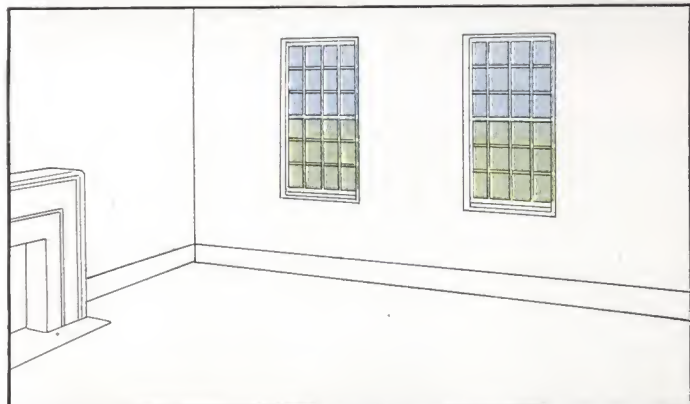


Discs and petals form this inset. Colors are terra cotta, white, and chartreuse.



## A PICTURE LESSON IN ROOM PLANNING

Here is the professional way to plan a room—from the floor up. After selecting the colors, patterns, and custom-effects you desire in Armstrong's Linoleum, you proceed with wall colors, ceiling effects, wood trim, draperies, and finally to your actual room furnishings. By starting with the floor when planning your decoration, you will find it easy to achieve *room harmony*.



The secret of room planning is to make the floor a definite, colorful part of the picture. Instead of being considered last—or not at all—the floor is the very first thing that an experienced decorator decides to do something about! So, here, we start with a bare room and an uncovered floor.



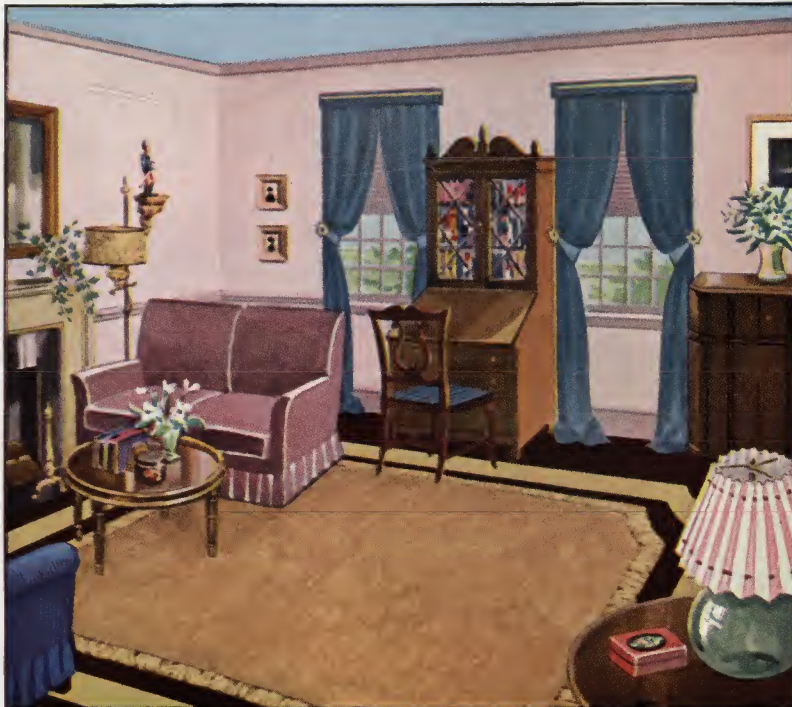
Today, thanks to modern linoleum, it is easy to do something about floors. In the above illustration we've covered our room with an attractive custom floor design achieved with Armstrong's Eggplant Plain Linoleum No. 47 with an attractive band of Fawn Plain Linoleum No 45.



The color scheme for our room is still growing. The walls, the trim, and the fireplace take on color and we begin to get a much clearer idea of the room beauty that lies ahead.



Now we choose draperies for our room and add still more color—yet everything that has been selected harmonizes with the foundation of our color scheme—the linoleum floor.



Now we have our finished room, with complete color harmony achieved through sound, decorative planning. Note particularly how the linoleum floor acts as a foil for the fine fabric rug. It also will provide an attractive allover floor when the rug is stored.



# ARMSTRONG'S LINOLEUM AND LINOWALL

HERE ARE A FEW ARMSTRONG'S LINOLEUM PATTERNS



Willow Green No. 44



Cadet Blue No. 29



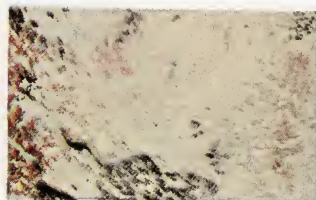
Fawn No. 45



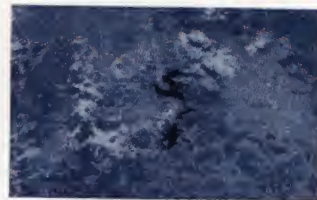
Chinese Red No. 39



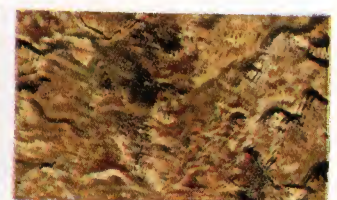
Marbelle No. 021



Marbelle No. 016



Marbelle No. 013



Marbelle No. 033



Embossed Inlaid  
Medium Gauge, No. 3420



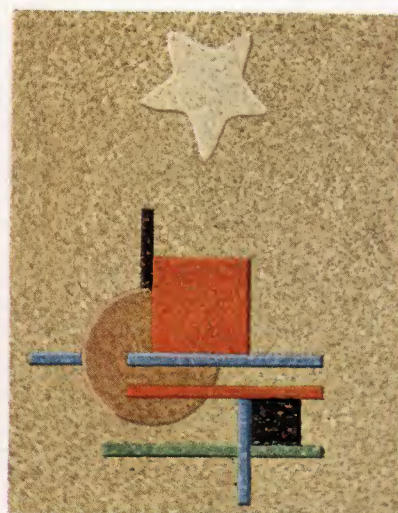
Embossed Inlaid  
Medium Gauge, No. 3412



Embossed Inlaid  
Standard Gauge, No. 5670



Embossed Inlaid  
Heavy (1/8") Gauge, No. 6310



Embossed Inlaid  
Standard Gauge, No. 5662



Embossed Inlaid  
Standard Gauge, No. 5352



# ARMSTRONG'S LINOLEUM AND LINOWALL

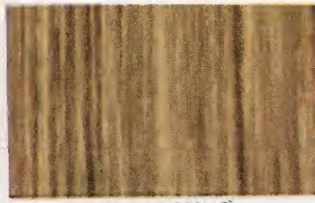
SEE OTHER DESIGNS AT YOUR MERCHANT'S STORE



Rust Jaspé No. 10



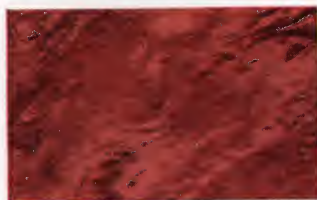
Apple Green Jaspé No. 011



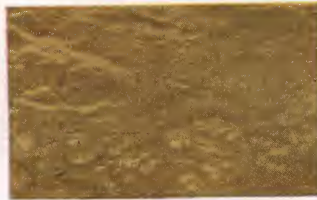
Tan Jaspé No. 9



Azure Blue Jaspé No. 6



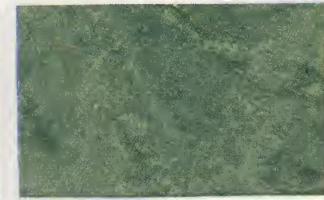
Monobelle No. 046



Monobelle No. 041



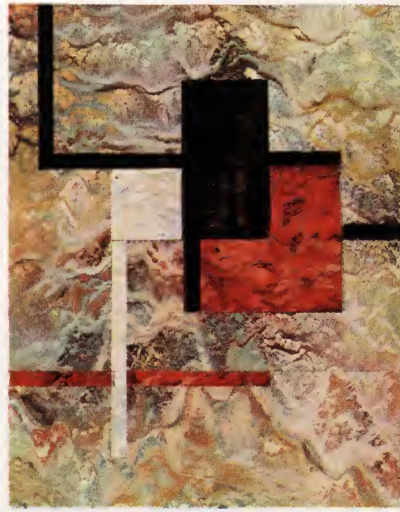
Monobelle No. 042



Monobelle No. 040



Straight Line Inlaid  
Standard Gauge, No. 0375



Straight Line Inlaid  
Standard Gauge, No. 0437



Straight Line Inlaid  
Standard Gauge, No. 0456



Straight Line Inlaid  
Medium Gauge, No. 14252



Straight Line Inlaid  
Heavy (1/8\") Gauge, No. 690



Straight Line Inlaid  
Medium Gauge No. 14292



# Soilproof Linowall

## WHAT IS LINOWALL?

Linowall is a new, linoleum-like wall covering having many of the characteristics of Armstrong's Linoleum. It is a flexible material made by keying a smooth facing of inlaid linoleum composition to a strong, specially prepared fabric backing. It is available in continuous rolls of two widths—36" and 72". The six-foot width assures a minimum of seams.



## IS LINOWALL EASY TO CLEAN?

Since it is just as washable as linoleum, Linowall is remarkably easy to clean. Its special lacquer finish prevents ordinary staining from oil, grease, water, smoke, or ink. All that is necessary to keep Linowall in prime condition is to wipe it off from time to time with a damp cloth. In those cases where grease or stubborn finger marks are encountered, it is sometimes necessary to use soap and water or a diluted solution of Armstrong's Floor Cleaner. Under no circumstances should Linowall be waxed or varnished.

## HOW LONG WILL LINOWALL LAST?

Linowall is a truly permanent wall covering. Unless damaged by fire or harsh cleaners, or willfully defaced it never has to be replaced. It does not crack or chip when bumped by furniture. It withstands moderate settling of walls without cracking or buckling. No refinishing is ever required.

## WHY IS LINOWALL MORE DURABLE THAN THE AVERAGE MARBLE, WOOD, AND TILE SUBSTITUTE?

The pleasing colors of Linowall are not merely on the surface, but extend clear through to the fabric backing. The facing of Linowall is approximately  $\frac{1}{16}$ " thick; whereas many tile and marble substitutes have only a surface finish not more than a few thousandths of an inch in thickness. Therefore, Linowall has much more inherent durability and will retain its original beauty indefinitely. For this reason, it is also widely used in offices, stores, schools, and hospitals where durability is of prime importance.

## IS LINOWALL EXPENSIVE?

Relatively, no. It is true that Linowall costs more than paint and wallpaper, but these are semi-permanent finishes that have to be renewed from time to time. Linowall is permanent—it affords a lifetime job. The first cost is the last cost. Compared with other permanent materials, Linowall is inexpensive. It will average about one half the cost of hard tile and about one third the cost of structural glass. Generally, it costs no more than the so-called tile and marble substitutes, which are not nearly so desirable.

*This breath-taking beauty spot has a floor of No. 025 Marbelle Linoleum with a border of Midnight Blue No. 30, and scalloped band of Oriental Blue No. 43. Walls are Linowall No. 731, inset with a simple but unusually effective design in blue linoleum.*



## IS LINOWALL WATERPROOF AND SUITABLE FOR BATHROOMS, KITCHENS, LAUNDRIES, ETC.?

Linowall is thoroughly moistureproof and is not affected by steam, hot or cold water, or any surface moisture, when the seams have been waterproofed in accordance with Armstrong specifications. Therefore, Linowall can be used over built-in tubs equipped with showers, and in kitchens and laundries. For several reasons, Linowall is not recommended for stall (enclosed) showers.

## WHERE ELSE CAN LINOWALL BE USED?

Linowall is appropriate for many rooms in the house. It can be used to decorate nurseries, living-rooms, dining-rooms, reception halls, recreation rooms, and powder rooms.

## CAN LINOWALL BE INSTALLED IN BASEMENTS?

Linowall should not be cemented directly to basement walls that are in direct contact with the ground. All walls in contact with the ground will transmit moisture, which will affect the bond of any known cement, even the best waterproof varieties. In basements, it is frequently possible to fur out from the foundation walls with studs and erect over these a false wall of approved building boards. This construction provides an air space behind the false wall,

so that the moisture transmitted by the foundation can be evaporated before reaching the Linowall. The opinion of an architect or a competent contractor should be secured before attempting construction of this nature. Conditions in some basements are such that even construction of this type will not be successful.

## CAN LINOWALL BE APPLIED TO CEILINGS?

Yes, Linowall can be successfully applied to ceilings without special construction or preparation. All that is required is ordinary sound plaster with the white coat well bonded. The use of Linowall on ceilings is growing steadily. A particularly attractive job can be made by coving the Linowall from the side walls onto the ceiling.

## DO TEMPERATURE AND HUMIDITY CHANGES AFFECT LINOWALL?

No. Linowall is rendering satisfactory service in every state in the Union, from the coldest to the hottest and most humid locations. As long as the walls to which the Linowall is applied do not transmit moisture from the rear, changes of temperature and humidity, even to extreme degrees, will not affect the material. Linowall has afforded satisfactory service in instances where the temperature reached a high of 110°. It has been just as satisfactory



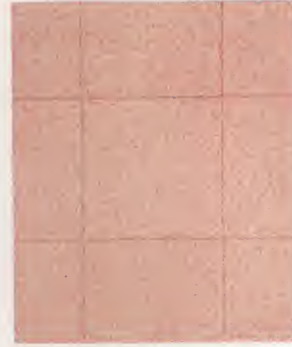
Armstrong's Linowall  
Yellow No. 750



Armstrong's Linowall  
Blue No. 751



Armstrong's Linowall  
Ivory No. 752



Armstrong's Linowall  
Rose No. 754



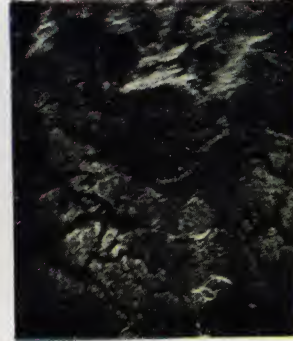
Armstrong's Linowall  
Green No. 753



Armstrong's Linowall  
Sienna Red No. 710



Armstrong's Linowall  
Mountain Blue No. 711



Armstrong's Linowall  
Verde Antiaue No. 709



in homes where for long periods there has been no heat in the house and the temperature dropped to zero or lower.

## IN HOW MANY COLORS IS LINOWALL AVAILABLE?

Linowall is available in 30 patterns. These include a variety of colors and interesting textures, such as marble, tile, wood, the very new and exclusive burlled effects, and also the popular plain pastel shades.

## CAN THE COLOR SCHEME OF A ROOM DECORATED WITH LINOWALL BE CHANGED?

Yes, particularly if a neutral shade of Linowall has been installed. By repainting the woodwork, such as the doors, window frames, baseboards, etc., and, in the case of kitchens, the cabinetwork, and by changing the draperies, the entire aspect of a room will be changed to the extent that it will not appear to be the same interior.

## ARE EXCLUSIVE DESIGNS POSSIBLE WITH LINOWALL?

Yes. Many unusual and exclusive effects can be created with Linowall. It is possible, at moderate cost, to inlay Linowall with other colors of Linowall, linoleum, and Custom-Craft Linosets (see designs, page 6), in a host of special designs. It is even possible to inlay Linowall with metal and glass. Customers, therefore, can have monograms or other special designs which they may fancy. The Armstrong Bureau of Interior Decoration will be glad to work with your store in preparing such designs.

## ARE STREAMLINED CORNERS POSSIBLE WITH LINOWALL?

Yes. Its flexibility permits it to be formed, without seams, around inside or outside corners. Rounded corners are modern, decorative, and easy to clean. Wherever seams are necessary, they can be made practically invisible.

## MUST WALLS THAT ARE TO BE COVERED WITH LINOWALL BE OF SPECIAL OR EXPENSIVE CONSTRUCTION?

No. Linowall does not require a better wall than is usually provided for paint, wallpaper, or other semi-

permanent finishes. Ordinary sound, dry plaster with a smooth, well-bonded white coat is all that is necessary for the installation of Linowall. Certain approved building boards can be used under some circumstances.

## HOW IS LINOWALL INSTALLED?

Linowall is installed by cementing it to the wall with Armstrong's Linowall Paste. All seams subjected to excessive moisture are sealed with a special waterproof cement.

## CAN LINOWALL BE APPLIED TO OLD WALLS?

Linowall can be applied successfully to old walls of the proper type. Even though the plaster may be cracked, as long as it is sound (not crumbly) and firmly keyed to the lath, the cracks can be readily filled with patching plaster.

## MUST OLD WALLPAPER AND OTHER COVERINGS BE REMOVED PRIOR TO THE INSTALLATION OF LINOWALL?

Yes. All coverings, such as old wallpaper, painted muslin, etc., must be removed. This, however, is often advisable or necessary, even when a cheap, semi-permanent finish such as wallpaper is to be installed, if a thoroughly satisfactory job is desired. Oil paint or enamel need not be removed, but must

be thoroughly sanded to roughen the surface, in order to provide a "tooth" for the adhesive.

## WHERE CAN I BUY LINOWALL?

Linowall is sold and installed by department stores, furniture stores, flooring contractors, and specialty shops. Linowall is not sold direct to the user. Write for names of local Linowall merchants.

## WHERE CAN MY ARCHITECT OR BUILDER FIND OUT MORE ABOUT INSTALLING LINOWALL?

Tell him that Linowall is described in *Sweet's Architectural Catalog* or in the Builders' Supplement of *Home Owners' Catalogs*. If you care to send us the name of your local architect or builder, we shall be very glad to furnish him with specifications.



*With Armstrong's Linowall, smart decorative insets like the one above can be produced at moderate cost by any good craftsman. This flexible, resilient linoleum-like composition can be inlaid or appliqued with glass, metal, carved wood, or carved linoleum designs.*



# ARMSTRONG'S LINOLEUM AND LINOWALL



Armstrong's Linowall  
Daisy Yellow No. 772



Armstrong's Linowall  
Pale Jade No. 773



Armstrong's Linowall  
Foam White No. 770



Armstrong's Linowall  
Dawn Gray No. 775



Armstrong's Linowall  
Light Azure No. 771



Armstrong's Linowall  
Rose Coral No. 774



Armstrong's Linowall  
Primrose No. 708



Armstrong's Linowall  
Mulberry No. 733



Armstrong's Linowall  
Parchment No. 737



Armstrong's Linowall  
Green No. 700



Armstrong's Linowall  
Mother-of-Pearl No. 707



Armstrong's Linowall  
Colonial Blue No. 731



Armstrong's Linowall  
Dove Gray No. 732



Armstrong's Linowall  
Canary No. 734



Armstrong's Linowall  
Sage No. 738



Armstrong's Linowall  
Tan No. 706





**THIS SUN PORCH PLAY-ROOM** is sunny even on rainy days, thanks to its bright and cheerful interior. The soil-proof walls are Armstrong's Pine Linowall with a feature strip of orange linoleum. The playproof floor is Armstrong's Embossed Linoleum No. 5651 with flash type cove and base. Linowall is ideal for children's rooms because it is truly washable with soap and water.



Armstrong's Linowall  
Pine No. 735



Armstrong's Linowall  
Peach No. 705



Armstrong's Linowall  
Walnut No. 736



Armstrong's Linowall  
Ivory No. 704



Armstrong's Linowall  
Travertine No. 702



Armstrong's Linowall  
Black No. 703



# ARMSTRONG'S LINOLEUM AND LINOWALL

**WHO WOULDN'T SING** in this bathroom, carefully planned in every detail for beauty, comfort, and convenience? The beauty treatment began with an Armstrong's Linoleum Floor—Marbelle No. 031 inset with a special design in brown. The washable walls are Armstrong's Linowall No. 708 also inset with brown linoleum to match the floor design. Note how walls and floor are joined with a rounded, easy-to-clean brown flash type cove and base.







**COLOR AND DIGNITY** are combined in appetizing portions to make this Swedish dining-room a joy to enter. The rich burgundy floor of Armstrong's Embossed Inlaid Linoleum No. 6284 is set off attractively with a plain eggplant border. Note how the white walls of Armstrong's Temlok De Luxe are cleverly accented with blue feature strips to blend with the blue window trim, ceiling, and upholstery.



## ARMSTRONG BUILDING PRODUCTS

### Floors

LINOLEUM  
LINOFLOR  
MASTIC ARMOFLOR  
QUAKER RUGS  
QUAKER FLOOR COVERING

STANDARD RUGS  
STANDARD FLOOR COVERING  
ASPHALT TILE  
LINTILE (Oil-Bonded)  
RUBBER TILE  
MONOCORK

CORK TILE  
CORK CARPET

### Wall Finishes

LINOWALL  
MONOWALL

CORK TILE  
TEMLOK DE LUXE  
INTERIOR FINISH  
TEMWOOD  
BLOCKED TEMWOOD  
TEMBOARD  
TEMBOARD DE LUXE

### Insulation

CORKBOARD  
TEMSEAL INSULATING SHEATHING  
TEMLOK INSULATING LATH

### Acoustical Materials

CORKOUSTIC  
TEMCOUSTIC

**ARMSTRONG CORK COMPANY • FLOOR DIVISION • LANCASTER, PA.**

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